

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

Non-ergotamine Migraleve is the one anti-migraine specific you may sell over the counter

Sales (and prescriptions)
are still rapidly rising.
So check your stocks now.

Over half a million
prescriptions for
Migraleve speak for
themselves.



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Migraleve[®]



International Laboratories Ltd., Lincoln Way, Windmill Road, Sunbury-on-Thames, TW16 7HN.

Beauty Business

SPECIAL SUPPLEMENT

Doctors and
dentists get
25pc rise

Eleven new
PSGB Fellows

C & D Chemist
Assistant of
the Year first
finalists

Guide to the
NPA show

Air conditioned temper.
Air conditioned customers stay cool and fresh. So they stay happy and relaxed, and your staff stay friendly and courteous.

Air conditioned hearing.
The air inside an air conditioned shop is constantly being refreshed and circulated, so you don't need to keep doors and windows open. You keep street noise down, and your air conditioned staff can serve your air conditioned customers without raising their voices.

Air conditioned vision.
Air conditioned customers see what you're selling displayed at its best, because an easy-to-fit filter removes the dust and dirt from the High Street. And everything keeps cleaner, too.

Air conditioned appetite.
Air conditioned customers don't see or taste your goods through stale, fuggy air. So food looks fresher, stays fresher, and tastes fresher.

Air conditioned purse.
Air conditioned customers are likely to spend more time in your shop. And more money. And, of course, they're likely to come back for more.

Are your customers air-conditioned?

Every shop should have air conditioned customers. They're better tempered, better looked after, and most important, better shoppers.

To get them, of course, you need air conditioning. And that's where the Air Conditioning Advisory Bureau comes in. Whatever your business, they can give you details of air conditioning systems tailored to suit every shape and size of building.

You've probably noticed how air conditioning is rapidly gaining popularity. Increasingly, people will be

shopping around for places displaying the air conditioning symbol, especially now that advertisements featuring it are appearing in the national press.

And next year, we'll be giving the campaign even more emphasis.

So get in touch with Bernard Hough at the Air Conditioning Advisory Bureau on **Freefone 2282** – it's a completely free service – and find out now what air conditioned customers can do for your custom.

Whatever you sell, sell it with air conditioning.

FRESH ELECTRIC

The Electricity Council, England and Wales

Incorporating Retail Chemist

June 9 1979

Vol 211 No 5172

120th year of publication

ISSN 0009-3033

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Published Saturdays by Benn Publications Ltd
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212
Telex 27844

Regional advertisement offices

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061-872 5151
West country & south Wales 10 Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

Subscription Department

125 High Street, Colliers Wood, London SW19 2JN.
Tel: 01-542 8575

Subscription

Home £25 per annum. Overseas £30 per annum.
60p per copy (postage extra)



Member of the Audit Bureau of
Circulations

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9 June 1979

Pharmacy next?

As widely predicted in the media, the Government has accepted in full the recommendations of the 1979 Review Body on Doctors' and Dentists' Remuneration, giving those professions an average increase of 25 per cent. The recommendations implement the second stage of the Review Body's 1978 proposal for a 30 per cent increase, phased over three years, to bring the profession's pay into line with comparable levels outside. However, there was a proviso that an up-date would need to be made in addition on April 1, 1979, and April 1, 1980. The Review Body recognises in its latest report that the increases are substantial, but says this is "because, during the past four years, doctors' and dentists' remuneration has fallen far behind that of others whose incomes were comparable at the beginning of the period."

The report goes on to say that further substantial increases will be necessary on April 1, 1980, and stresses that staging was recommended on the basis of "national interest" and was aimed solely at the containment of inflation.

How relevant is all this to the NHS remuneration of pharmacists? The first thought must be that any recognition by Government of the health profession's need for just rewards is welcome as a step in the right direction. But the second thought (tinged with envy of doctors and dentists) will be concern lest by the time pharmacy's own independent panel is ready to report, the new broom of government may already have swept the coffers clean.

Much will depend upon the tenacity of the Social Services Secretary of State, Mr Patrick Jenkin. National Press predictions this week suggested that he has resisted pressure on the DHSS to take its full share of the heavy cuts in public expenditure promised in his party's election manifesto. The *Guardian* even hinted that prescription charges have been spared, "though on a more temporary basis." The truth will be known next week after the Chancellor has presented his Budget, but Mr Jenkin looks as though he will need more cash than was provided for in the previous government's expenditure estimates, and to which the new administration is committed.

Already the Government has accepted large pay increases for the armed forces and police, both of which were promised more publicly than any undertaking given to pharmacy. This week it is the turn of doctors, dentists, the judiciary and top civil servants, leading one union official to talk about the "haves and the have nots." Well, the pharmaceutical service is certainly among the "have nots", and public recognition of that fact, won dearly over the past year or two, must not be allowed to wane during the final lap while the panel completes its investigations.

This, indeed, is the time to echo the words of the doctors' and dentists' Review Body: "Implementation of these changes is essential to the maintenance of an effective and efficient National Health Service for the benefit of the community as a whole." The Government must not be allowed to ignore the relevance of that statement to pharmacy.

Pay of doctors and dentists up 25 pc

Doctors and dentists will receive an average increase in NHS remuneration of 25 per cent under Review Body recommendations accepted by the Government this week.

Backdated to April 1, the increase will bring the average annual income of general medical practitioners up to £12,327 and of general dental practitioners to a target £11,128. In addition, doctors would receive an average of £540 for contraceptive services and £380 in hospital, etc, fees.

The Review Body report (HM Stationery office, price £2.25) also comments on the remuneration of dispensing doctors and the current dispute between the medical profession and the Department of Health. The doctors' side had proposed that, pending the outcome of discussions on future arrangements, the remuneration from dispensing fees and "on cost" combined should be increased by the same percentage that would apply to the gross income per practitioner from all fees and allowances.

"The Health Departments on the other hand have taken the view that the difference in net remuneration between dispensing and non-dispensing doctors is now such that it cannot be assumed that the dispensing fee is a proper reflection of the additional work done by dispensing doctors and that it would not be appropriate for them to continue to discuss with the profession the level of dispensing remuneration under the normal arrangements. They also consider that this difference now makes it questionable whether there should be any increase this year in dispensing remuneration beyond what the on-cost will automatically provide."

The Review Body adds that it seems the direct reimbursement of 70 per cent of the salary of a dispenser, in addition to the dispensing fee, may involve an element of double payment. "We hope that the difference of view between the profession and the Health Department will be resolved in discussion between them. Meanwhile, we recommend that payments to doctors who undertake their own dispensing should be increased in line with the increases in other fees and allowances."

DITB levy proposals approved by Order

Mr James Prior, Secretary for Employment, has approved proposals submitted by the Distributive Industry Training Board for a levy on employers within the scope of the Board equal to 0.7 per cent of their payroll (less £7,000) in the year ended April 5, 1979. The Order (SI 1979

No 545, HM Stationery Office), comes into operation on June 25.

Employers whose total emoluments are less than £18,500 and those with fewer than 10 employees will not be assessed to levy. Employers meeting the Board's levy exemption criteria in full will be exempted from levy. Employers meeting the criteria in part will have their levy proportionately reduced. The remaining levy will be used to encourage and support training activities of overall importance to the industry. Employers may appeal to an independent tribunal against assessment.

Discussions on CD cabinets soon

When Controlled Drugs cabinets were introduced police thought they would be more substantial than they turned out to be, according to Detective chief inspector Needham of the Home Office Crime Prevention Centre. He told *C&D* on Tuesday that they offered little or no resistance to a determined intruder and his office would be meeting with the Home Office drug branch later this month to "make one or two suggestions."

Meanwhile he hoped that crime prevention officers would encourage chemists to take security measures in the shop as a whole. However Detective chief inspector Needham said that if pharmacies were made so secure as to make entry impossible, there was the risk that

would-be thieves, would come when the shop was opening, so placing the shop personnel in danger.

Retailers in the Thames Valley police area are being asked to take part in a pilot scheme which could increase theft convictions and enable stolen property to be returned to the owners. Articles are to be marked in "invisible ink" with the post code and street number or company name. The police supply the pens, marketed by Volumatic, and the mark shows up under ultra-violet light. The crime prevention officer at Reading said he would like to see all property, both in shops and houses marked in this way.

VAT repayment

Customs and Excise have completed normal processing of the 400,000 VAT repayment claims accumulated during the recent computer shutdown at Southend. The great majority of the claims are being paid by credit transfer through banks and National Giro or by payable orders.

Claims which have been rejected by the normal computer validity checks or have been found to be unsatisfactory on manual scrutiny will necessarily be subject to further delay but the Department is trying to minimise this, Customs and Excise say.

PSNC ballot papers

The voting papers and candidates statements for the PSNC elections are being sent to contractors eligible to vote. Ballot papers must be returned to the returning officer, Suite 1, Langwood House, 63 High Street, Rickmansworth, Herts WD3 1DC, not later than 12 noon on June 18. Eligible electors not receiving ballot papers should contact the returning officer.

Mr George Blacklaw, MPS, of Aberdeen, receiving the video cassette recorder, first prize in the draw held during Numark's recent convention in Amsterdam. Mr George Berry (left), managing director of William Davidson Ltd, Numark's franchised wholesalers for north east Scotland presented the prize. Also shown is fellow director, Mr W. Black



Presidency for David Sharpe

Mr D. N. Sharpe has been elected president of the Pharmaceutical Society, following a period as vice-president. He is already chairman of the Pharmaceutical Services Negotiating Committee. Professor A. H. Beckett has been elected vice-president, and Mr J. C. Bloomfield re-elected treasurer. Mr D. F. Lewis, secretary and registrar, has been re-appointed.

Eleven new Fellows designated

The chairman of the National Pharmaceutical Association, Mr J. C. N. Wilford, and the immediate past chairman, Mr R. G. Worby, are among those designated as Fellows of the Pharmaceutical Society. Mr W. H. Howarth, deputy pharmacy superintendent of Boots company, is also one of the eleven new Fellows designated as follows:

For distinction in the practice of pharmacy

William Valentine Jack Cole, Hampshire
William Tyssul Lewis, Gwent

John Michael Newton, London

For distinction in the profession of pharmacy

Clarence Albert Brobyn, Gloucester

Leslie Calvert, Leeds

Gerald Walter Crane, Herts

Bernard Hardisty, Surrey

Wilfred Henry Howarth, Nottingham

Robert Derrick Tuck, Stafford

John Carrington Noel Wilford, Sussex

Robert Geoffrey Worby, Essex

Book now and save

Organisers of the Exeter BP Conference would like to remind potential visitors to the Conference that the VAT chargeable is the rate at the time of booking. As there is a possibility that there will be an increase in VAT in the Budget, delegates could save money by booking before the Budget is announced. The secretary of the Conference told *C&D* he will accept applications post-marked Tuesday morning, June 12 at the present VAT rate.

Also many applicants have booked tickets which require payment but have not booked the free tickets, probably in the assumption that these will be still available in September. However the organisers point out that many of the free-ticket events have limited numbers and applicants should book now. Due to the popularity of the squash competition, there will be two competitions at the Conference, one for ladies and one for men. This competition is also open to accompanying members.



Mr David Sharpe

Warning labels

From July 1 dispensed medicines must carry the words "keep out of the reach of children" or words with a similar meaning in accordance with the labelling regulations introduced in 1976 and 1977.

Medicinal products sold by a retailer must also carry all particulars listed in these regulations from this date. Manufacturers had been allowed to use up old labels printed before July 1, 1977 for a certain period but this expired for sale by wholesale on June 30, 1978 and expires for retail sale on June 30, 1979. In practice most products will carry the new labels but pharmacists should check old stock.

Glaxo prices up

Glaxo Laboratories have increased prices for a number of products by up to three times the current rates, with effect from June 4. The brands affected are Althesin, Betnelan tablets, Corlan pellets, Cytacal tablets and liquid, Efcortisol injection, Fersamal tablets and syrups, streptomycin sulphate, Teritroxin tablets, Triptopen.

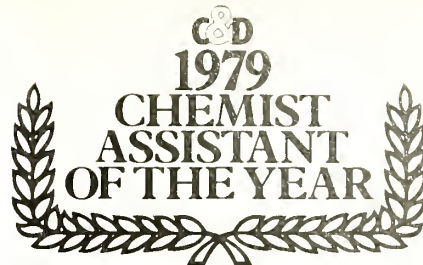
Products which have a retail price are:—Cytacal tablets 25 £0.48 (£0.56 trade), 250 £3.39 (£2.54 trade); liquid 200ml £0.59 (£0.44 trade); Fersamal tablets 100 £1.00 (£0.75 trade); syrup £1.79 (£1.34 trade). All the above prices (including retail) are *excluding* VAT. Full details will be included in next week's *C&D* Price Supplement.

Glaxo say that the increases conform to the Price Regulation Scheme and in some cases represent economic prices for "low demand or minor products".

Hay fever season

A shorter hay fever season than usual is forecast for this summer by the Asthma Research Council.

The council predicts a possible 22 days in June and July with pollen counts of more than 50, which is regarded as high, and nine days with a "very high" 100.



First finalists

The first regional finalists in the *C&D* 1979 Chemist Assistant of the Year have been named. From the North Wales region, they will be invited to appear before the judging panel at Wrexham on June 14, when the regional final will form part of L. Rowland & Co Ltd's "Chemfair 79". The nine finalists (pharmacy name and address in parenthesis) are as follows:—

Miss Angela Davies (P. Williams (Chemists) Ltd, 29 Victoria Street, Crewe, Cheshire).

Miss Maureen Jones (Morgan Thomas, MPS, 3 Mostyn Street, Llandudno, Gwynedd).

Miss Valerie Jones (D. Powys Davies, MPS, 26 High Street, Blaenau Ffestiniog, Gwynedd).

Mrs Ruth Parnell (C. H. Ashton, 9 New Chester Road, New Ferry, Merseyside).
Miss Linda Roberts (L. Rowland & Co Ltd, 26 High Street, Coedpoeth, Wrexham, Clwyd).

Mrs Marilyn Roberts (The Pharmacy, 240 Abergele Road, Old Colwyn, Clwyd).

Mrs Linda Taylor (Skinner & Davison Ltd, 129 Longden Coleham, Shrewsbury, Salop).

Mrs M. Tinsley (E. Margerrison & Co, 9 The Parade, Donnington, Telford).

Mrs Prudence Wright (Ian Trevor-Owen, MPS, 3 High Street, Ruahon, Wrexham, Clwyd).

The *C&D* Assistant of the Year competition is sponsored jointly by *C&D* and NPA Products. Over £4,000 in prize money is to be won, with a top prize of £1,000 for the national winner who will be chosen at a grand final in London on November 29. Each regional winner will receive £100 and has a place in the grand final.

Closing date for competition entries nationally is July 14, 1979, and additional entry forms are available through ICML wholesalers or direct from Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU. Full details of the competition were published in *C&D* May 26, p769.

No Boots' Bible!

Boots have denied that they are to publish their own edition of the Good News Bible. The *Sunday Telegraph* this week carried a news item saying that negotiations were soon to start between Boots and William Collins to publish a Boots "own brand" edition of this version of the Bible. However a spokesman for the company said that neither they nor William Collins knew anything about it.

Waste disposal not compulsory, says NPA

Pharmacists should not be compelled to take on additional chores such as waste separation, the National Pharmaceutical Association Board of Management decided at its meeting on May 22.

However, the Board is to congratulate the chairman of Blackburn Branch for negotiating with his local authority a model scheme for disposing of medical waste in Lancashire. The chairman had invited the NPA's comments on the scheme which involved the separation of glass waste, the destruction of "returned medicines" and the disposal of corrosive or toxic substances. It was also suggested that pharmacists could supply their medical, veterinary and dental colleagues with plastic containers for disposal of their "sharps."

Note of warning

The Board decided to sound a "mild note of warning" about the need to take care when disposing of potentially dangerous substances and suggested that individual chemists should not have to take on these extra tasks against their will.

Intal Spin Caps After considering a complaint about labelling of the Intal carton, it was decided to suggest to Fisons Ltd that the instruction "it must be taken every day" be amended to "it must be used every day".

Dressings supplies The business service committee discussed a report from the branch chairmen and secretaries in the Manchester area about dressings being supplied from hospital central sterile surgical units and the amount of dispensing being carried out on forms FP10 (HP) by outpatients departments. It was agreed that these supplies should preferably be made by general practice pharmacies and it was decided that the report about dressings be brought to the notice of the PSNC.

Technicians' training Mr Jim Downing, NPA assistant secretary and a member of the Technician Education Council working party, had supported a scheme which allowed a compromise between a TEC certificate and some other qualification—probably a certificate from the Society of Apothecaries—and could be run together as a combined scheme. The idea was to identify a core of knowledge which would meet the needs of general practice pharmacists and lead to certification by a body other than TEC, and that this should form part of the full TEC certificate. The Board approved this idea and noted that only three or four colleges were capable of running a suitable course because of the resources needed. Students wishing to gain a full TEC certificate would have to attend by block release on a residential basis for at least part of the three-year course.

Talks to students After a discussion in the general purposes committee about

the lack of information on retail pharmacy in some schools of pharmacy, the Board agreed that a letter be sent to all heads of schools inviting them to send parties of students to Mallinson House and offering to supply a speaker on retail pharmacy from the NPA.

Ostomy courses NPA ostomy courses based in the London area had been arranged for October 4, October 12, 29, November 15, 27, January 21, 1980, February 1, 18, and March 10. Others were being planned for outside London.

NPA show The Board noted that there had been a "sell out" of exhibition space for the NPA show, June 16-17 and that catalogues had been posted to all NPA members. Letters of invitation had been sent to pharmacists in the hospital service and pharmacists in schools of pharmacy would be equally welcome.

Computers in pharmacy The Board decided to set up a computer subcommittee to investigate the claims being made for mini-computer systems and to prepare guidance for the many members seeking information on the best choice of system for the small retailer.

Among other matters discussed were the contents of a circular a member received from Pregnancy Consultation Services, delays with NPA mail caused by Post Office union action, the Pharmaceutical Society's single transferable vote system, "test area" promotions of new products and complaints about the distribution of franchise cosmetics through cash and carries and Boots.

Unit pricing of cosmetics

The Cosmetic, Toiletry and Perfumery Association Ltd is anticipating moves towards the unit pricing of cosmetics.

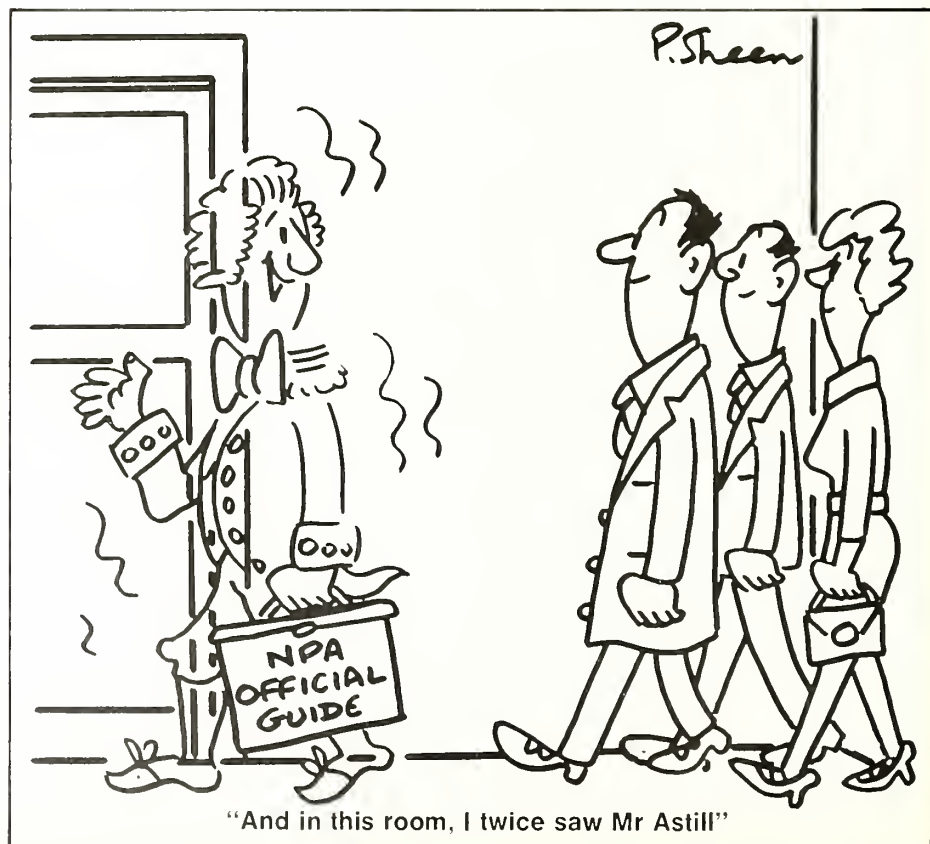
The association's annual report for 1978 says that the FEC Commission has announced it intends to apply the unit pricing principle beyond foodstuffs. "Cosmetic products will certainly be considered" and the relevant committees "will be keeping a close watch for any draft proposals," the report says.

A spokesman told C&D that the association would firmly oppose unit pricing because the industry had already spent much effort complying with the prescribed sizes Directive which enabled consumers to compare product sizes—there was no point in having both systems.

One problem which occupied a great deal of the association's time last year was the Bargain Offer Claims Order. As a result of many meetings and long negotiations, cosmetics and perfumes were not included in the Order and toiletries were exempted following agreements with the members concerned.

The re-drafted Misleading Advertising Directive is expected to emerge from the FEC Commission this year. The association supports the Advertising Association and Incorporated Society of British Advertisers in opposing the present Directive which would disturb the voluntary controls in the UK.

The association (formerly the Toilet Preparations Federation) is now encouraging members to use the warning "keep out of reach of young children" on aerosol containers.



Profitable holdings.

This is the denture fixative brand for you to put your money behind this year.

Poli-Grip. In two formulations: regular and super.

Why? Not only is Super Poli-Grip the only fixative brand currently advertising on T.V., but its sales have grown by 30% over last year.

Which isn't surprising. Poli-Grip is a *cream* fixative.

It's easy to use, pleasantly flavoured and its long lasting adhesive properties make it a popular choice among denture wearers, both young and old.



See carton for Directions
STAFFORD-MILLER LTD., ENGL.



49g

See carton for Directions
STAFFORD-MILLER LTD., ENGL.

And not only is there a generous trade bonus from May right through until July, but we've also got some exciting consumer promotions lined up for later this year.

Remember Poli-Grip Denture Fixative. Stick with it and you won't regret it.

The longer holding denture fixative. From Stafford-Miller.

Kodak TV ad is popular

Last month TABS (the Television Advertising Bureau) reported that there were comparatively few advertising campaigns on television which were of interest to chemists. This is in marked contrast to their latest report which covers the period from April 4 to May 1 and states that there were some very heavy television campaigns for products in that special interest category.

TABS regularly compile a league table of "interest" levels among a panel of 3,500 viewers in the London television area. The following list has been prepared for C&D comprising products usually sold by chemists (a score of 50 is a good average, 81 the highest ever and 30 is reported as low):

Kodak	68
Olympus cameras	62
Polaroid cameras	60
Elastoplast Airstrip	58
Airwick	56
Fiesta paper towels	53
Pears shampoo	53
Polaroid sunglasses	52
Ribena	52
Goggles	51
Right Guard	51

The Kodak advertisement, created by

McCann-Erickson, uses some special effects involving the showing of several different family activity scenes which are then "stopped" as frames on a roll of film as it is folded into the Kodak yellow box with the copy line: "Keep it with Kodak".

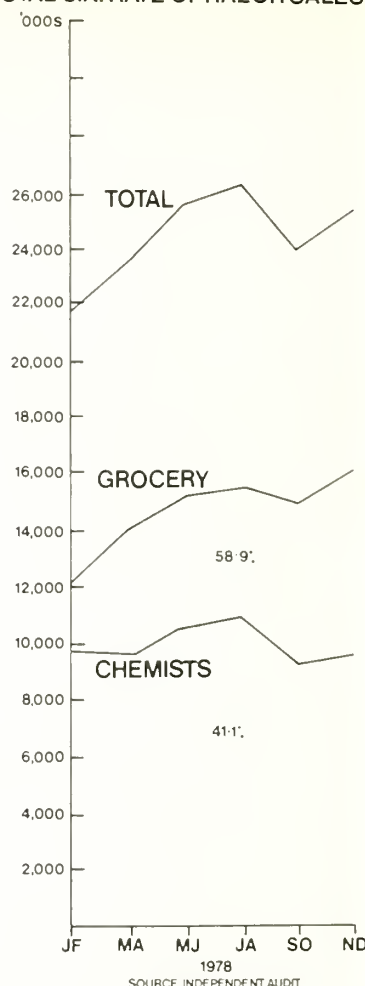
TABS comment that the low scores for Salonpas plasters (29) and Ultrabrite toothpaste (30) indicate that a large number of people considered them to be "dull, boring and unrewarding commercials."

The Goggles commercial which was top of last month's league table has dropped back, possibly because of the weather. In the overall table of general interest levels, it achieved a score of 50 with the Reactolite campaign. The commercial for Foster Grant sunglasses, widely acclaimed in some creative circles, scored very badly and is therefore evidently too way out at this stage for most consumers. More information and reports covering all advertised brands are available from TABS at 12 Greek Street, London W1 (Tel: 734 9773).

Summer rises of razor sales

As the graph, at right, shows, razor sales rise in the summer. Gillette have therefore designed a display dispenser linked with a free holiday planner for consumers. The planner features a diary, hints and check lists.

TOTAL U.K. RATE OF RAZOR SALES 1978



RED KOOGA the Ginseng they're all talking about

TWO NEW RED KOOGA PRODUCTS



RED KOOGA GINSENG ELIXIR
This superb tasting elixir which contains the equivalent of 12 000mg of Red Kooga Whole Root, is supremely packed and presented with its own unique drinking glass. Trade 10 x 200ml £17.60. Retail price only £2.85

ROYALE INSTANT GINSENG TEA
3 grammes sachets 18's per each retail. Trade 12 x 10 x 3gms £13.20
Retail 10 x 3gms £1.78



600mg tablets,
strip packed, one-a-day,
1 month plus five days supply.

Outers 10 x 36 cost £18.21 plus VAT,
sell at £2.98 each inc. VAT.

Enquire from your usual wholesaler or direct from the manufacturers.

RED KOOGA KING OF GINSENG

Manufactured by: PANAX GINSENG CO. (U.K.)
A division of English Grains Ltd.
Park Road, Overseal, Burton-on-Trent, Staffs. Telephone 0283 221616.

Professor A. M. Cook, recently retired head of Welsh school of pharmacy, has had the title "Emcritus Professor of Pharmacy in the University of Wales" conferred upon him.

Deaths

Shipley: On June 3 Mr N. D. H. Shipley MPS, *Mr D. R. Leith, chairman, Ayrton, Saunders & Co Ltd* writes: Norman Shipley qualified in 1937 from the Liverpool school of pharmacy. After war service and a spell in London, he joined Ayrton Saunders in 1947, in the first instance in a production capacity. In 1959 he was appointed to the board and became export director until 1968 when he transferred to homes sales. In this capacity he represented the company at NAPD and PATA, being a member of council of the former in 1974-77 and was president of the latter in 1978. He retired from business in September 1978 but was unfortunately not spared to enjoy a well-earned retirement. Sincere sympathy is extended to Mrs Shipley and their daughter and two sons.

News in brief

- Revised prices for chlorpropamide, diazepam, frusemide, methyl dopa and tolbutamide tablets are among the Scottish Drug Tariff revisions for June.
- The World Health Organisation has set up a new international programme to assess the effects of chemicals on health. A worldwide network of institutions will evaluate the risks of chemicals used in household products, including cosmetics.
- "Mind your own staff", the Distributive Industry Training Board's guide to developing and maintaining good working relationships and relevant legislation, has been updated and reprinted. It may be ordered (£1.25) from DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.
- Five countries from the developing world have, so far, indicated their intention to exhibit and market products of interest to toilet goods and hairdressing product distributors and manufacturers in EEC countries. The products will be displayed at the London Impto Expo 1979 exhibition at the Wembley Conference Centre, London, July 23-27.

BOOKS

Encyclopaedia of Antibiotics, second edition, John S. Glasby, John Wiley & Sons, Baffins Lane, Chichester, West Sussex. 10 x 7in. pp 467. £24.

An alphabetical list of antibiotics, giving formula, physical characteristics, method of preparation and purification, organisms against which they are effective, toxicity and major papers on each antibiotic. About 400 new antibiotics, discovered since the first edition was published in 1976, are included in this edition.

by Xrayser

All quiet—too quiet?

I don't know if you have noticed, but when it comes to discussions about our remuneration, there seems to be a tacit acceptance that with "our lot" in (who said they were our lot?) all our troubles are over. It's as if we feel we are over the top of the hill, and because everyone knows our case is just, we can coast the rest of the way. Perhaps we are right to be optimistic, but I would regard it as simple foolishness if we relaxed to the point of losing the urgency generated by the injustice of the last three years. A further loss of twelve retail pharmacies from the register recently does nothing for my peace of mind.

Yet Mrs Sally Oppenheim's speech to the Industrial Society, reported last week, sounded great—"Support for retailers, particularly small retailers". And when comparing small (presumably suburban) shops with highly competitive big stores the Minister saw a role for both and said "I certainly support the small retailer and recognise his importance to shoppers who are less mobile and therefore dependent on local facilities."

Dead easy to say, but infinitely more difficult to implement when you consider the factors threatening the viability of such traders. Quite apart from all the fret and hassle of local health regulations and inspectors, planning permissions, Shops Acts, VAT returns and PAYE, many of us have to consider substantial rent reviews, and rates which seem to rise like the voices of a Welsh choir . . . straight to Heaven! Are we asking for a subsidy or protection? Frankly, in the face of our problems—yes—both. For if the smaller pharmacies are to continue to provide a professional service in their communities they have to make a reasonable profit. Perhaps Mrs Oppenheim will appear for us when we come to speak to Mr Vaughan?

The cost of change

The stocktakers have been and gone, and now I stare with disbelief at the detailed stock valuation sitting on my desk for the accountants. I have taken care with my ordering, yet the total figure is up by some 15 per cent. Having been persuaded by a good trade-in, I now have an electronic multi-total till, which has already given me some nasty surprises. By using some of the extra totals for chosen categories of items I found for example that sales of hair conditioners were about a third of what we thought. And if I am to apply cold blooded logic to the results so far, one or two of my pet projects will have to buck up or go. As usual the problem (assuming I successfully clear the dud lines), is what to replace them with.

However, such matters are routine and can be shelved, unlike the imminent change of VAT which will force us to reprice all our stock. I imagine from the scale of Government open-handedness shown so far, that everyone in the country will have to pay something of the cost, so we must expect to have a new VAT rate of at least 10 per cent. after the Budget. It happens that because I have taken on some new staff lately, I have just completed a drive to reprice shelf edges. This was partly an exercise to improve familiarity with stock, and partly to speed up routine pricing of goods onto the shelves—essential, since much of my business is now self-selection.

We found that to check prices and raise named price tickets on the shelves took two girls about four hours for my proprietary medicines (*behind* a counter, I hasten to add). From this it would appear that to do the whole shop, and reprice the goods themselves, removing the old labels, must take about 40 hours—on labour alone costing about £80. The work will have to be phased over a period too. The only alternative is to add the extra 2 per cent, or whatever, at the till until new coded labelling is complete. Still it's all designed to help the small retailer, isn't it?

COUNTERPOINTS

Imperial Leather's Classic move into mens toiletries

"It is only in recent years that it has become acceptable for a man to use anything but the most basic of grooming aids. And Cussons are proud to think that over the years the Imperial Leather range of men's toiletries contributed quite a lot to that change in attitude", say Cussons adding that, "it is this demand that has influenced us to launch a completely new range of toiletries for men—Imperial Leather Classic."

The Imperial Leather Classic range incorporates after shave (60ml £1.10, 100ml £1.45), foam shave (£0.75), shave bowl and refill (£1.10, £0.68) shave stick and refill £0.35, £0.25) and talc (£0.85). It blends the characteristics of leather and tobacco with vibrant top notes. Cussons say that they believe it offers exactly the distinctive yet subtle type of fragrance demanded by the man who wants to smell good without being outrageously different.

The launch is being backed by promotional support including television advertising worth £250,000 to be screened just before Christmas, special display material, consumer promotions, sponsor-



ships and in-store demonstrations.

A D-type Jaguar will be painted in the Classic colours (brown and gold) and will appear at a number of classic car race meetings. *Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 0GL.*

Sylvania summer

GTE Sylvania are continuing their "Summer Sun" theme this year in a similar retailer promotion to that of last year. It is once again aimed at encouraging people to achieve better photographic results using flash outside—even on the beach in bright sunlight. Directed at chemists and photo dealers, the promotion re-iterates the Sylvania philosophy that in selling more flash the "snapper" will take better and therefore more pictures. Consequently, the amount of D & P will increase to benefit the trade as a whole.

The company has devised a package of point-of-sale materials, including leaflets, counter display cards and shelf stickers which depict Sylvio (the Sylvania owl) and carry the message "Summer sun where and when you want it". As a trade incentive, Sylvania are offering matching sets of Stonehaven pottery with orders from mixed packs of the company's flash products. Two sizes are available, each containing various types of flash in proportion to the current market requirements. Sylvania suggest retailers may wish to use the tableware—a 9-piece coffee set, an 18-piece tea set and a 12-piece dinner set—as prizes in an in-store consumer competition of their own.

Backing the promotion is a trade advertising campaign and a point-of-sale display competition in which stockists are asked to exhibit Sylvania flash pro-

ducts in their window or store, using the display materials available from the company. Each stockist is required to take a photograph of the display and send it to Sylvania. Each entrant will receive a free Stonehaven teapot and the three selected as best by an independent panel will each win a large food hamper. *GTE Sylvania, 29 Saltaire Road, Shipley, West Yorkshire.*

Marzine promotion

During June, July and August, Marzine will be sold at special terms through wholesalers Wellcome Foundation say. They suggest chemists look out for details in wholesalers' literature. The Marzine display outer features the astronaut of the advertising campaign being carried out prior to the three main holiday periods. The next advertising will appear in *What Holiday* during June and another burst is scheduled in national newspapers and the *Radio Times* in June and July. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent, DA1 5AH.*

Optique display

A new display unit, showcard and leaflets are available for the Optique range of eye cosmetics for contact lens wearers. A navy, water-based mascara has been added to the range. Clense optic spray is now packaged in a new display box of twelve. *Optique, Beeches Road, Farnham Common, Slough SL2 3PS.*

New Foamy Deluxe from Gillette

Gillette, who launched Foamy in 1965, are now introducing a new aerosol shaving cream, Foamy Deluxe. The company says that they expect new Foamy Deluxe to have "a dramatic effect on the home shaving market" which, compared with other countries, appears to offer tremendous scope for development. In 1979 an estimated 23.5 per cent of wet shavers in Britain will use an aerosol cream, which compares with figures of 27 per cent for France and 75 per cent for the United States.

New Foamy Deluxe is said to be aimed at the man who demands and expects "superlative performance from his shaving equipment." Research carried out by Gillette showed that after shave dryness of the face was a frequent problem and the new product has been specially formulated to help prevent this condition. It contains mineral oils and conditioning agents to lubricate the skin during shaving. These are said to remain on the face after shaving to moisturise the skin and prevent after shave dryness and tightness.

Foamy Deluxe is packaged in a slim, aluminium can—blue for the regular flavour and green for the lemon-lime. It is available in one size only 200g (£0.79). It is packaged in outers of one dozen. A merchandiser containing 18 regular and six lemon-lime with a special price marked to sell at £0.59 will be available to chemists during the launch period. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Tom Caxton gift

Reckitt & Colman are introducing a Tom Caxton home brew gift pack (£1.95). The pack, available in Boots during June and other outlets from July, contains a home brewing book, 8-pint beginners' kit, coupon worth 25p off any 40 pint Tom Caxton kit, and eight bottle labels. The pack is available in bitter and lager varieties. *Reckitt Products, Reckitt House, Stoneferry Road, Hull.*

Glade fragrances

Johnson Wax are launching two new outdoor fresh fragrances in their Glade solid range: alpine meadow and spring blossom, and in what is described as a new "sophisticated cosmetic category", powder fresh makes its debut.

For greater impact on-shelf, and to give clearer identification of the individual fragrances, the label design of the total Glade solid range has been given a new look. *Johnson Wax Ltd, Frimley Green, Camberley.*

Lancome add Magie Noire to their range of fragrances

Next September Lancome are launching a major new fragrance into the UK market—Magie Noire. This is described as a “truly modern fragrance, echoing the sophisticated seventies and forecasting the elegance of the eighties”.

The fragrance is derived from amber and flowers and is enriched with an unusual combination of herbs. Lancome explain that unlike most fragrance launches these days Magie Noire owes nothing to either Haute Couture or the Great American Dream, it stands apart from both the designer and the life-style fragrances.

The presentation of Magie Noire (perfume from £13 for a 7.5ml handbag atomiser, £8 for the refill and £32 for 1oz to £7.50 for a 50ml eau de toilette) combines the symbols of the cabal with a distinctive design of chevrons within a circle. There is a 40g atomiser being offered as a limited introductory edition (£3.70) and the product will be heavily supported during September in *Vogue*, *Harpers & Queen*, *Tatler*, the *Observer* and *Sunday Telegraph* magazines. *Lancome (England) Ltd*, 14 Grosvenor Street, London W1X 0AD.

Down on the Farm—on-pack book offer from Robinsons

An appealing little book—Down on the Farm—is the latest on-pack offer to be introduced by Robinson's Baby Foods. It is a quality Brimax book with eight board pages in full colour, each showing attractive animal scenes. Down on the Farm is suggested as making an excellent first book for baby and it is available free to mothers who send in 10 packet tops from any of Robinson's Baby Food One, Two or Baby Cereal packs.

This free book promotion continues Robinson's Baby Foods' policy of offering mothers something useful for their babies. The last couple of years has seen a series of on-pack promotions, the latest being a Noddy poster for which nearly 9,000 requests have already been received, and the company says they are continuing at a healthy rate.

Down on the Farm is featured on the Propafilm wrapping of all Baby Food One and Two packs and on the Baby Cereal packs. Mothers are asked to send the tops to baby book offer, department 18FB, Colman Foods, Carrow, Norwich. The offer is available while stocks last. *Reckitt & Colman Products Ltd*, Dansom Lane, Hull HU8 7DS.



Guardsock for feet

A white latex sock for the prevention of the spread of verrucae and fungal infections of the foot has been introduced by LRC Products Ltd. Guardsocks (size small, £1.15; medium and large, £1.25) are said to be waterproof and airtight and are sold as a pair in a sealed poly bag.

The company believes that the product will be of particular benefit to school children and college students who are actively engaged in sports. Guardsock can also be used to prevent the spread of infections within the home. The socks are marked left and right to prevent cross-infection and are patterned for non-slip safety. *LRC Products Ltd*, Sanitas House, Stockwell Green, London.

Coppertone's display competition

For the next four months, all Coppertone stockists will be able to enter a new sun tan display competition. Stockists are invited to send photographs of either a window, or in-store sun tan product display to Plough. The display should incorporate some of the wide range of Coppertone products, and photographs should be clearly marked with the entrant's name and address.

Each month, a panel of judges will select one winner who will receive £50 and nine runners-up, who will be sent cheques for £20. The first competition in this series will be judged in early June but there's plenty of time to enter before the final contest takes place in August. *Plough (UK) Ltd*, Penarth Street, London SE15 1TR.

Agfa's third motor pocket camera

Agfa-Gevaert have announced their third motor pocket camera—the Agfamatic 901S—to complement the 901 and 901E models introduced in the UK at the end of April.

The Agfamatic 901S is in the middle of the range and is expected to sell at around £45. It has motorised film transport, powered by 2 AAA batteries, similar to that of the other two models. (these are the only 110 pocket cameras in the world to have the feature).

The 901S differs from the 901 in that it has a “series” button enabling the user to take a series of pictures at one-second intervals without moving the camera from the eye. It is also different from the other two models in having four symbol settings for various weather conditions: cloud 1/50 sec at f6.3; hazy sun 1/125 sec at f6.3; bright sun 1/125 sec at f11 and sun over water 1/125 sec at f16. There is an additional shutter speed (1/200 sec) for 400 ASA film.

The 901S has an f6.3 27 mm three-element lens, fixed focus, range 1.2 m to infinity, and a brightline viewfinder with parallax correction marks. It has provision for topflash, the shutter speed setting automatically to 1/50 sec, and will also take the special Agfamatic Lux 901 flashgun. (The Agfa 901 motor was the subject of a C&D camera review, May 12, p711). *Agfa-Gevaert Ltd*, 27 Great West Road, Brentford, Middlesex.

Promotion for Cream Silk

Elida Gibbs' Cream Silk conditioner is being backed by a price promotion on-pack. Cream Silk is currently on sale at suggested retail prices of £0.33 for the standard (60ml) size, £0.47 for the large (110ml) size and £0.69 for the economy (200ml) size. These prices show savings of £0.11, £0.17 and £0.25 respectively over the normal retail prices. A sachet for £0.12 is also available. *Elida Gibbs Ltd*, Portman Square, London W1.

Galenco for Boots

Galenco deep penetrating skin conditioner and deep moisturising bath foam will now be stocked at over 200 branches of Boots. Both the trial size special offers retailing at £0.29 for the skin conditioner and £0.19 for the bath foam are being stocked, together with the 100ml skin conditioner and the 250ml bath foam. Boots will also be featuring a special promotional pack offering a free Galenco bath foam with the £1.99 skin conditioner. *Galenco Cosmetics (UK) Ltd*, Newbury, Berks.

**“We’re confident
our managers are prepared
for their jobs.”**



Getting a manager's job for the first time is a milestone in a career. That's when the problems really start.

There's a very big difference between doing a job oneself and getting it done by other people. And that's the essence of the manager's role.

Unfortunately, thousands of managers in distribution every year take up new responsibilities without any proper preparation. Crossed fingers aren't really enough to ward off disaster.

That's why the Distributive Industry Training Board is offering grants of £500 each for the training of Managers on First Appointment.

A total of £2.5 million is available for this Key Training Grant to support the Board's objective of setting a standard for the training of those who are at present inadequately prepared for a management position.

The grant is intended to help train any employee promoted to the position of "manager" without any previous experience of handling the many new problems he or she will face, especially in handling staff. There is no age limit. One test of management which

the Board will apply is whether managers carry out appraisal or performance rating of the people for whom they are responsible.

All training in relation to this grant must be carried out in accordance with the D.I.T.B. Training Recommendation "The Manager on First Appointment".

Other D.I.T.B. Key Training Grants:

Training in Industrial Relations Skills (£2,000-£3,000 on a sliding scale related to size of firm);

£1,100 per firm for Senior Executives with responsibility for training;

£1,400 per firm for Management Development Advisers.

To: The Manager, Grant Department, Distributive Industry Training Board, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.
Please arrange for me to receive details of the following Key Grants (please tick):-

- ☐ KG1 Industrial Relations Training.
- ☐ KG2 Senior Executive Responsible for Training.
- ☐ KG3 Management Development Adviser.
- ☐ KG4 Manager on First Appointment.

Name _____

Name of Business _____

Address _____

Tel. _____

Type of Business _____

CD3

COUNTERPOINTS

J & J introduce Vespré — their second UK sanpro product

Seven months after the introduction of Carefree Panty Shields, Johnson & Johnson are launching another major sanpro product in the UK. Vespré is a slim press-on towel, one third the thickness of traditional towels.

The breakthrough Johnson & Johnson claim for Vespré includes the use of super-absorbent materials and secondly a highly efficient product design. Vespré uses a super-absorbent material which can absorb more than 20 times its own weight in water and will retain fluid under extreme pressure. Combined with this Vespré is said to have a uniquely efficient production design incorporating several important features.

The absorbent material used in Vespré is mixed with wood pulp to give maximum absorbency and comfort. The pad is specially treated during manufacture providing a fluid transport mechanism which is unique to Johnson & Johnson. This carries fluid away from the point of entry to be absorbed within the towel.

In order to prevent side leakage, the pad has a soft flexible polyethylene backing which wraps around the sides and over the top to form a "boat" shape. The whole pad is then wrapped in a soft facing material which has "one way" action. This allows fluid to pass through but will resist it coming back again so the surface of the pad stays dry. Finally the sides of the pad are treated with water resistant barrier to make protection doubly sure.

Although there are other products on the market using super-absorbent materials, none are said to have the same degree of absorbency as Vespré because they lack Vespré's unique construction.



Super-absorbents take in fluid relatively slowly, it is imperative to have side leakage prevention included in the design of Vespré in order to make full use of the super-absorbent materials.

Johnson & Johnson will be backing the launch of Vespré with very heavy marketing support and will be spending over £1 million in the first twelve months after the launch. This will include an advertising campaign using major women's magazines and aimed to reach 85 per cent of all women. There will be a 5p off coupon appearing in both women's magazines and in-store leaflets. Johnson & Johnson consider Vespré to be a premium product and during the launch period it will retail at around £0.37p.

Until the launch of Carefree Panty Shields towards the end of last year, Johnson & Johnson were new in the sanpro field in this country although they are the biggest distributor of sanitary products in the world. *Johnson & Johnson Ltd, Slough, Berks SL1 4EA.*

WW Foods

Unfortunately the wrong address was given for WW Foods, who are marketing the Weight Watchers range of low-calorie foods (C&D, May 28, P780). They are at *Imperial House, Willes Road, Leamington Spa, Warwick CV32 4P2.*

PRESCRIPTION SPECIALITIES

DIMOTAPP P tablets

Manufacturer A. H. Robins Co Ltd, Redkirk Way, Horsham, West Sussex

Description White round tablet containing brompheniramine maleate 2mg, phenylephrine hydrochloride 5mg, phenylpropanolamine hydrochloride 5mg, paracetamol 325mg

Indications Treatment of sinusitis, rhinitis, catarrh and associated pain

Contraindications Known sensitivity to any of ingredients

Dosage Adults—One to two tablets three times daily; *Children 6-12 years*—half to one tablet three times daily

Precautions To be administered with caution to patients with hyperthyroidism. Not to be given to patients taking MAOIs or within two weeks of taking MAOIs. To be given with care to patients taking a beta-blocker, who have hypertension or coronary heart disease

Side effects Drowsiness may occur

Packs 100 tablet (£4.71 trade)

Supply restrictions Pharmacy Only

Issued June 11, 1979

MERALEN capsules

Manufacturer Merrell Division, Richardson Merrell Ltd, Slough, Berks.

Description Hard gelatin capsule with light blue body and dark blue cap containing flufenamic acid 100mg.

Indications Relief of pain in rheumatoid arthritis, osteoarthritis and ankylosing spondylitis

Contraindications Pregnancy, inflammatory bowel disease; in patients suffering from gastric and/or intestinal ulceration; and in renal or hepatic disease.

Dosage 600mg daily in divided doses, with food. After four weeks a maintenance dose of 400mg daily may be satisfactory

Precautions Concurrent therapy with other plasma protein-binding drugs may necessitate modification in dosage. To be discontinued if diarrhoea or abnormalities in liver function tests occur

Side effects Gastro-intestinal upset may occur. Dosage may be reduced by half. See literature.

Packs 100 capsules (£4.40 trade)

Supply restrictions Prescription Only

Issued June 11, 1979

Becosym coating

Film-coated tablets of Becosym and Becosym forte are to replace the current sugar-coated tablets, say Roche. The company requests pharmacists to use up stocks of sugar-coated tablets before issuing the new products. The formulation of the tablets is unaltered. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

Daneral SA change

Hoechst Pharmaceuticals Ltd say that the colour of their Daneral SA tablets will be salmon-pink in future. The tablets are otherwise unchanged. *Hoechst Pharmaceuticals Ltd, Hounslow, Middx.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Agfa motor cameras: All areas

Agree: All areas

Alka Seltzer: All except A

Anadin: All areas

Anbesol: NE

Anne French: E

Bisodol: Lc, So

Crest: Ln, M, Y, Sc, NE, U, We, B, G, CI

Head & Shoulders: All except E

Immac: E

Piz Buin: All areas

Wilkinson Sword scissors: Ln

Wondra: Y, NE

Zest: M, Lc, Sc, B, G

Your customers may approve, but how about their Doctors?

You'd be right not to approve of any pregnancy test unless it had been fully approved by Doctors' tests.

Predictor has been tested and approved.*

Predictor is the pregnancy test a woman can use in the privacy of her own home.

It works on the same basic principle as any other urine test, and has the same accuracy figure of 98%.

As for the approval of women, the facts speak for themselves.

Since it first went on sale, demand for Predictor has increased steadily. And heavy advertising in women's magazines will ensure that demand continues.

Predictor is only available through chemists, so your customers will be coming to you not only asking for Predictor, but

also asking you all about it.

If you would like further information, please contact your Chefaro representative.



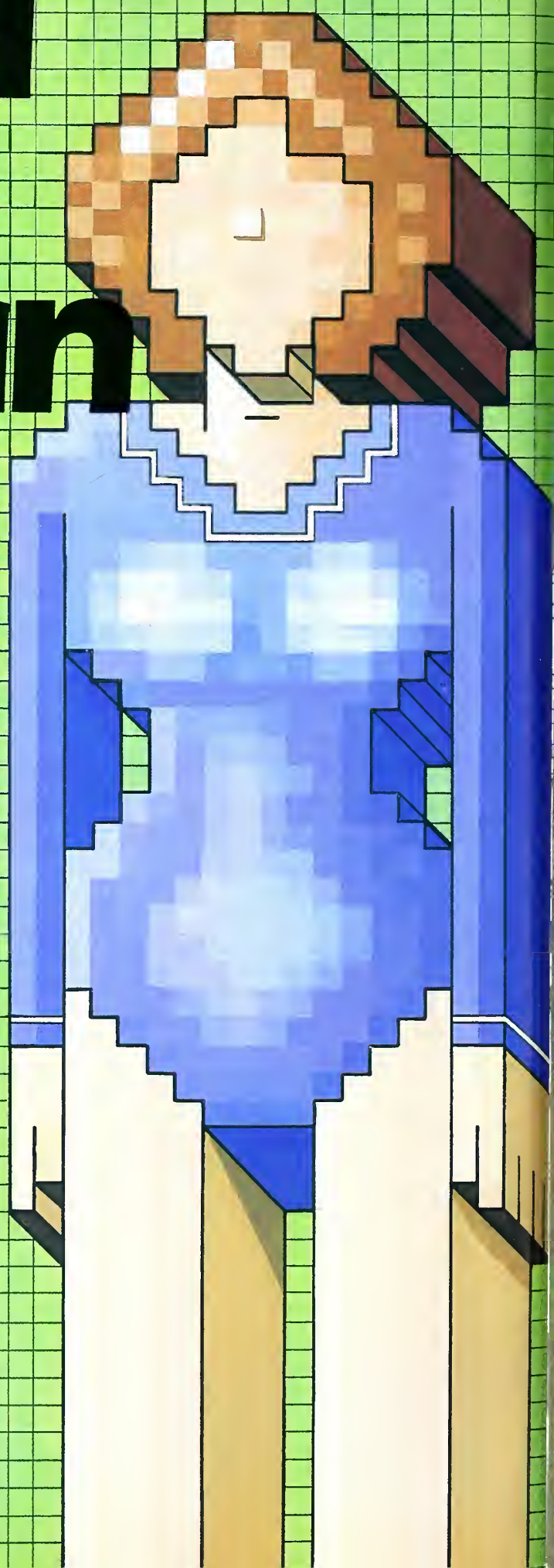
Predictor.

Approved by Doctors. Approved by women.

Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ.

*BMJ 13th January, 1973.

**Should
the
woman
fit the
towel,**

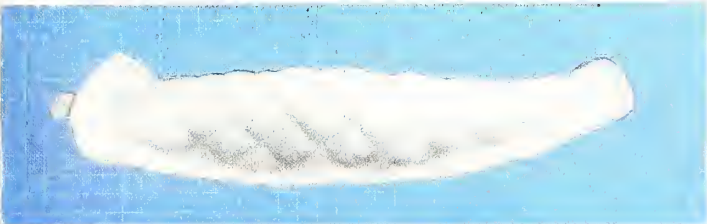


New Libresse® Bodyform will fit your customers like no other towel they've ever bought before.

Press-on towels is already the fastest-growing sector in the sanpro market. And new Libresse® Bodyform is the first



Old-fashioned "square" towel.



New Libresse® Bodyform — shaped to fit.

ever press-on towel that's specially contoured to fit a woman's body.

New Libresse® Bodyform is totally discreet; its contoured shape means it doesn't show, even under tight trousers. And its special shape makes it more comfortable too.

7 out of 10 women who tried new Libresse® Bodyform preferred it to the towel they usually use.

Once your customers have tried new Libresse® Bodyform, we're confident they won't go back to anything else.

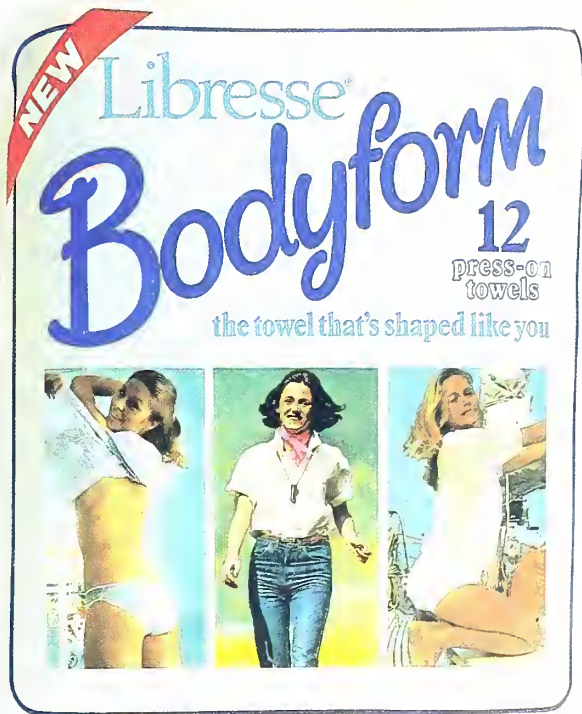
We're supporting the launch with a £500,000 campaign over the next 6 months, with national advertising in the top women's magazines.

If you'd like to take advantage of our special launch terms, place your order today. And make sure you don't miss out on the only towel that's actually made to fit your customers.

New Libresse® Bodyform.
The towel that's shaped to fit.

* Libresse is a registered trademark of the Mölnlycke Group
Marketed and distributed by Bowater • Scott.

or the towel fit the woman?



The day a baby acquires its first teeth it should start to learn a new habit, Oral-B. A good habit to last a lifetime. Because Oral-B have the only complete range of professional toothbrushes to cater for every member of the family. All scientifically designed by dentists for thorough plaque removal and gentle gum stimulation.

Oral-B toothbrushes have small heads of gentle round-tipped, high quality nylon filaments, fine and flexible to reach between crevices. And all have a straight handle to allow the careful guidance needed for the thorough brushing of teeth.



They come in six sizes. The Oral-B 2 Row for babies. Oral-B 20 for children. Oral-B 30 for adolescents. The Oral-B 35 & 40 are the toothbrush most highly recommended for adults by dentists. While the Oral-B 60 is for customers who prefer a larger brush - but most recommended for denture.

Oral-B is the only complete range of toothbrushes fully endorsed by the dental profession. So doesn't it make sense to stock them? Ensure your customers stay with Oral-B - the world's largest selling professional toothbrush.

Oral-B

The world's first name in dental care

Oral-B. A habit they'll never grow out of.





The faces of Mallinson House, St. Albans

NPD SHOW 79

Mallinson House, St. Peters Street, St. Albans, will be on parade for inspection next weekend as part of the National Pharmaceutical Association Show. And to celebrate the event *Chemist & Druggist* prints on the next four pages a behind-the-scenes preview of the people and services that go to make up NPA



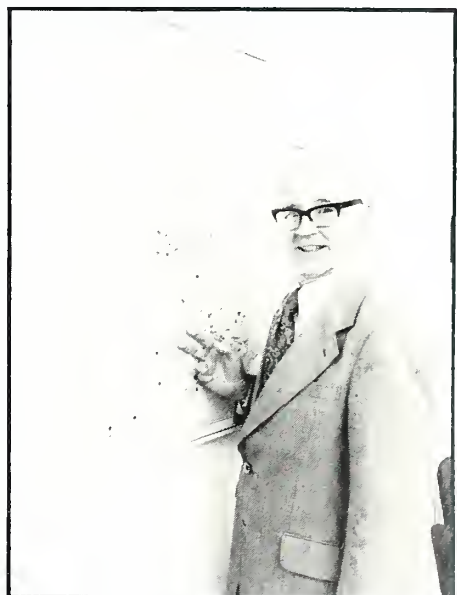
Donnington House—the name under which the new Mallinson House is listed in “The History of the County of Hertford”—was recently described as one of the most impressive buildings in the centre of St. Albans. Parts of the property, dating back to the mid-1700’s, were built as a private residence and were occupied as such until early this century. Its paired columns, portico, internal staircase and panelling are among the features described in the Department of the Environment’s statutory “List of Buildings of Special Architectural or Historic Interest.”

NPA acquired the premises in January 1977 and after extensive modernisation (though preserving all the fabric and facade of historical interest) moved in during July and August 1978. Mallinson House, St. Albans (NPA’s fourth home), is a far cry from straight corridors and uniform offices of the Southgate premises—visitors are advised not to get too far behind their guide if they don’t want to miss their coach (they might even catch a glimpse of *that* ghost!). The do-it-yourself tourist may, however, follow a prescribed route which will take in all points of interest are described in order on pp 874-5.

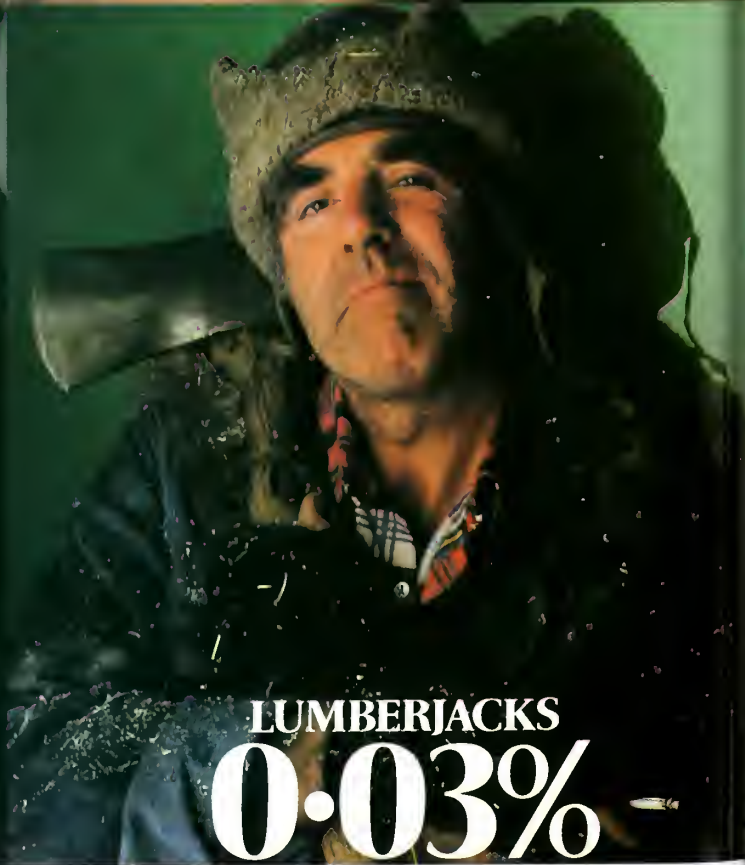
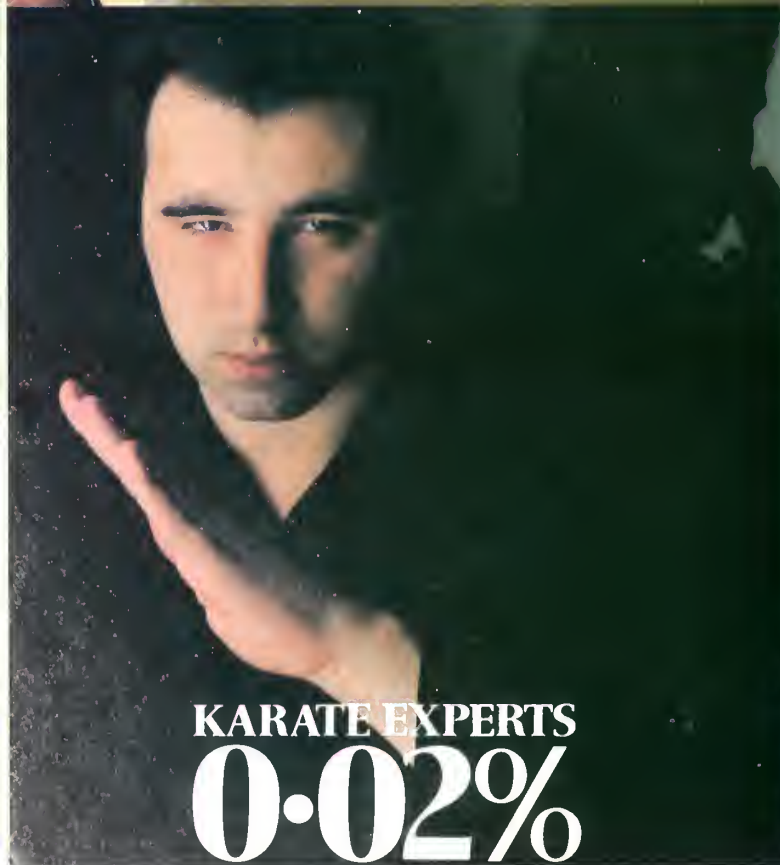
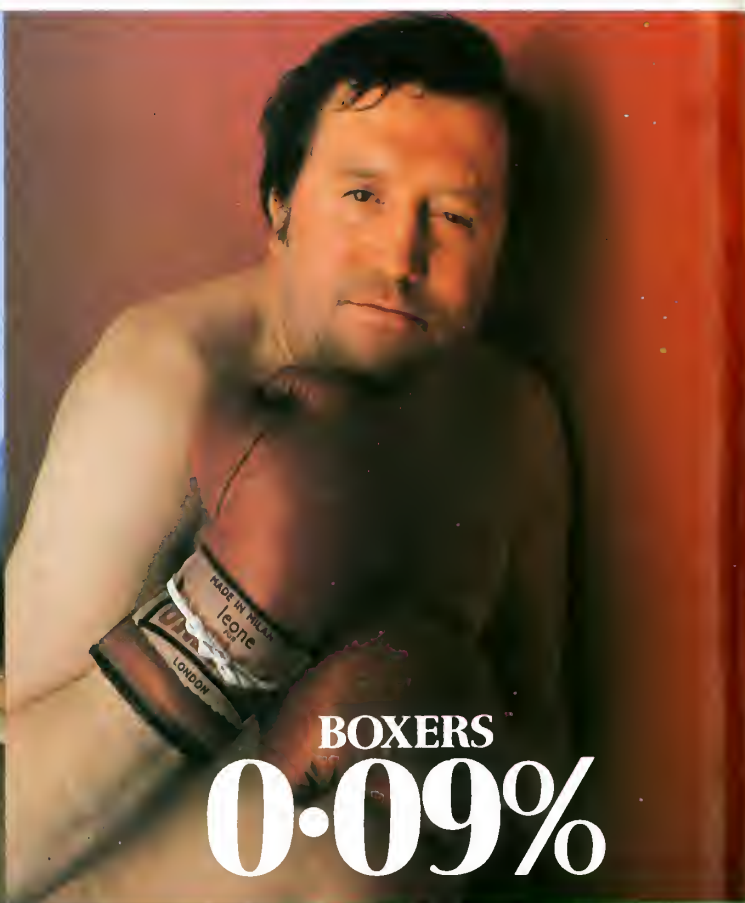
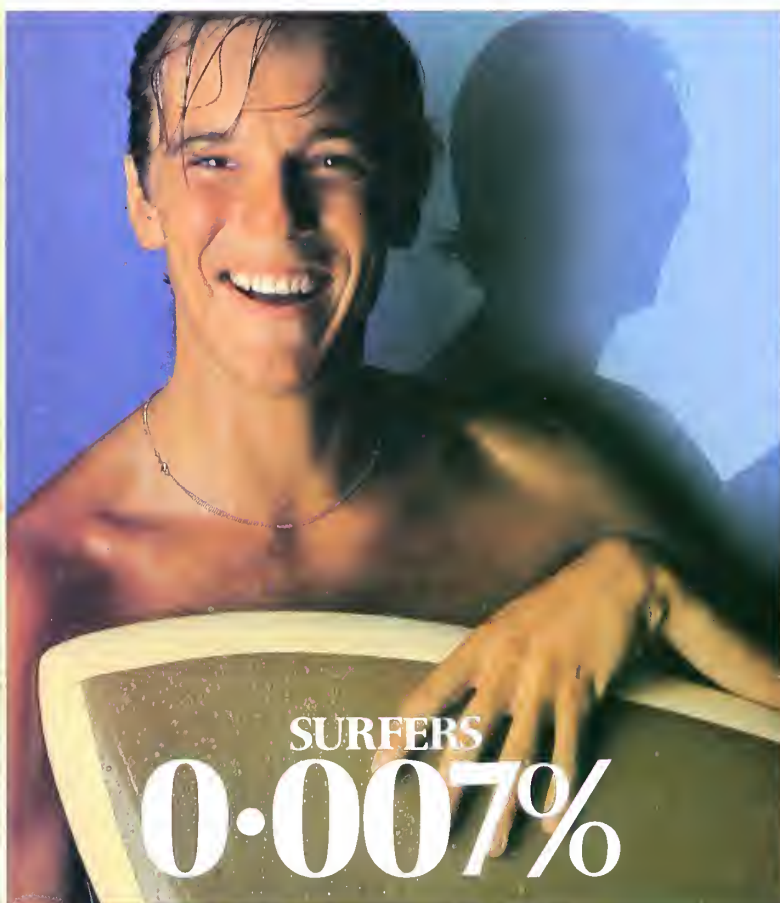


Above: Mr E. J. Downing, BPharm, FPS, FCIS, assistant secretary NPA and secretary, PATB. Below: Mr W. A. G. Kneale, FPS, local organisations officer and EEC liaison secretary

Above: Mr J. Wright, OBE, FPS, FCIS, Barrister, secretary of NPA and director of NPA group. Below: Mr T. P. Astill, BPharm, LLB, MPS, deputy secretary NPA. Mr Astill’s office, in common with some others on the front of the building, has period window shutters of interest to the student of architectural history (unfortunately they were painted over by previous owners). Wall panelling is also original another feature preserved from the former Donnington House is the internal staircase illustrated on p 879 of this issue.



EVERY AFTERSHAVE SEEMS TO AIM AT A CERTAIN MARKET.



IMPERIAL LEATHER CLASSIC WILL BE NO DIFFERENT.

We think we've discovered a rather large gap in the market. Men.

Who are happy to be themselves. Rather than men of the sea, the pine forest, or whatever.

Which is why we've made the Imperial Leather Classic range of men's toiletries.

Classic's fragrance is distinctive and masculine.

Yet subtle enough to appeal to the vast majority of men and the ladies in their lives who will buy it.

Naturally, a range with such a broad appeal will receive heavyweight support with an extensive pre-Xmas TV campaign as part of the £450,000 total support package.

Of course, there's one other group we're appealing to. Yourselves.



IMPERIAL
LEATHER *Classic*



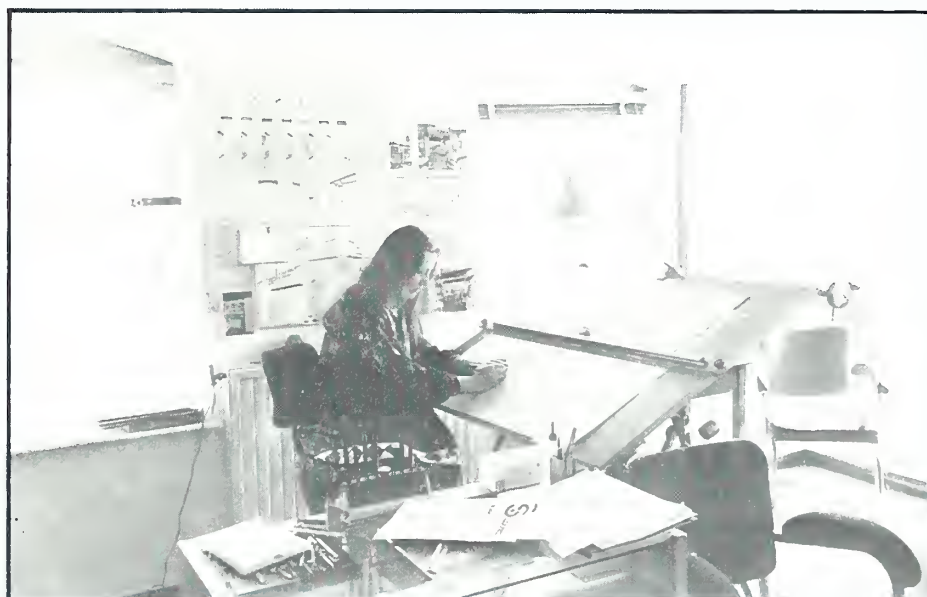


SHOW 79



The services of NPA

▲ Registry



▲ Planning



▲ Coupex

Assistant secretary NPA (Mr E. J. Downing): Advice given on business problems and employment law; management services and staff training; secretary of the Pharmacy Assistants' Training Board which provides correspondence courses for pharmacy technicians leading to City & Guilds 738 examination. Responsibility for special projects, such as computerisation studies, provision of VAT accounting systems.

Clearing house: Thousands of members pay their monthly accounts by a single cheque. Turnover in 1978 was over £70 million. Staff consists of a supervisor, assistant and 28 part-time clerks.

Finance officer (Mr K. G. Cluer): Overall responsibility for all financial matters of the various organisations including investments and income tax. Secretary of NPU Ltd which company includes Business Purchase and Guarantee Fund and Clearing House amongst its activities.

Director (Mr J. Wright): The director of the NPA Group is secretary and manager of NPA and Pharmacy Mutual Insurance Co Ltd, and secretary of the Pharmaceutical and General Provident Society, Chemists' Defence Association Ltd and NPU Holdings Ltd. Is a representative of NPA on other bodies.

Deputy secretary (Mr T. P. Astill): Assists the secretary in preparing material for the Board of Management and ensures that effect is given to the Board's decisions. Has particular responsibility for the day-to-day administration of the Chemists' Defence Association, including the provision of legal guidance for members and the preparation of information leaflets and general notes on legal problems.

Local organisations officer, EEC liaison secretary and JIC secretary (Mr W. A. G. Kneale): Branch meetings are organised and regular contact with local officials provide steady communication between the Board and members of the 125 branches. As a member of the EEC Pharmacy Group, NPA is represented in Brussels at regular meetings and the Board kept informed about EEC legislation. The National Joint Industrial Council for Retail Pharmacy negotiates terms and conditions for all pharmacists,



▲ Business aids

dispensing and shop assistants engaged in retail pharmacy in England and Wales. Members' trade disputes with manufacturers and suppliers are also handled, as are staff queries.

Staff and administration officer: Responsibility for smooth running of the office. A free debt collection service is operated for members.

Press, business services and publicity (Mr J. G. Goulding): Monthly reports of NPA activities and meetings are issued to the pharmaceutical Press and branch secretaries. Contact with the national and provincial Press and the broadcast media is maintained. New ideas for business aids are developed and tested here and regular programmes of special offers worked out with manufacturers, printers and publishing houses. Members' rebates on installations of cash registers, closed-circuit television, "chemist" signs and intruder alarms are handled. The retail value of Business Aids items supplied to members during 1978 was close on £1m on which members saved themselves some £80,000 in discounts. In addition, many stationery items are supplied free of charge. This is also the editorial department of the NPA Supplement and annual reports.

Publications (Mr S. J. Barton): The NPA Guide, information leaflets, directories, compendia, staff training leaflets, handbooks, brochures and booklets on a variety of subjects are compiled and constantly up-dated.

Pharmacy (planning Mr. K. Long): More than a third of NPA pharmacies have been redesigned or modernised as a result of visits and plans made by the department over the past 12 years.

Pharmaceutical and General Provident Society: Open to proprietors and employees, whether pharmacists or not. The Society pays benefit to members who fall ill or meet with an accident.

Interfirm comparison: This confidential service provides members who use the scheme with advice about their individual business problems and figures

Continued on p879

Clearing house ▲



Information ▲



Mr S. J. Barton (publications officer), Mr J. Hart (assistant secretary, Pharmacy Mutual Insurance), Mr U. W. LeGallez (assistant secretary, Pharmaceutical and General Provident Society), Mr K. G. Cluer (finance officer and secretary, NPU Ltd) and Mr B. M. Rusling (management and training development officer)

A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products – toothbrushes, toothpaste, dental floss – designed to help keep teeth and gums clean and healthy.

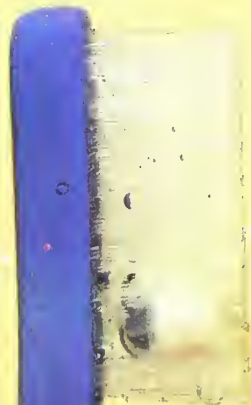
There are the established Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,

two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.

But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne
Searcher**



**Sensodyne
Gentle**



**Sensodyne
Junior**



**Sensodyne
Plaque
Remover**

Oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times."

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

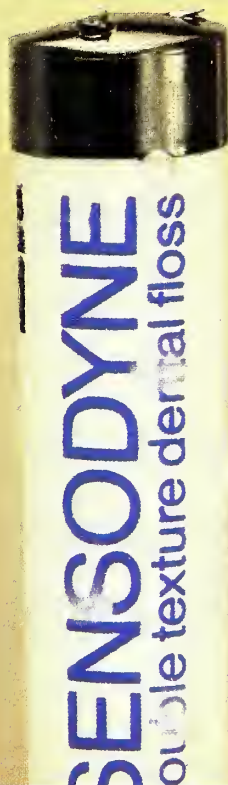
All toothbrushes and floss are on bonus from May to July inclusive – see your **Stafford-Miller representative** for details of the very special promotional package.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.



Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

**Quality products for
dental health from
STAFFORD-MILLER
Stafford-Miller Ltd.,
Hatfield,
Herts.**





Looks like another super summer for all Sylvania flash stockists.

You could be the proud owner of a nine piece coffee set and an eighteen piece tea set of beautiful, matching Bilton's tableware – just by buying the flash products that are packed with them.

You could add a matching 12 piece dinner set at a special offer price. You could claim a matching teapot, free, just by entering a simple competition.

And you could be eating and drinking heartily at our expense simply by putting on a good show of our display material.

Sylvania are offering you success on a plate this summer. Make sure you don't miss out – the offer only applies while stocks last!

GTE SYLVANIA

29 Saltaire Road, Shipley, West Yorks, BD18 3HH Tel: 0274 595921.

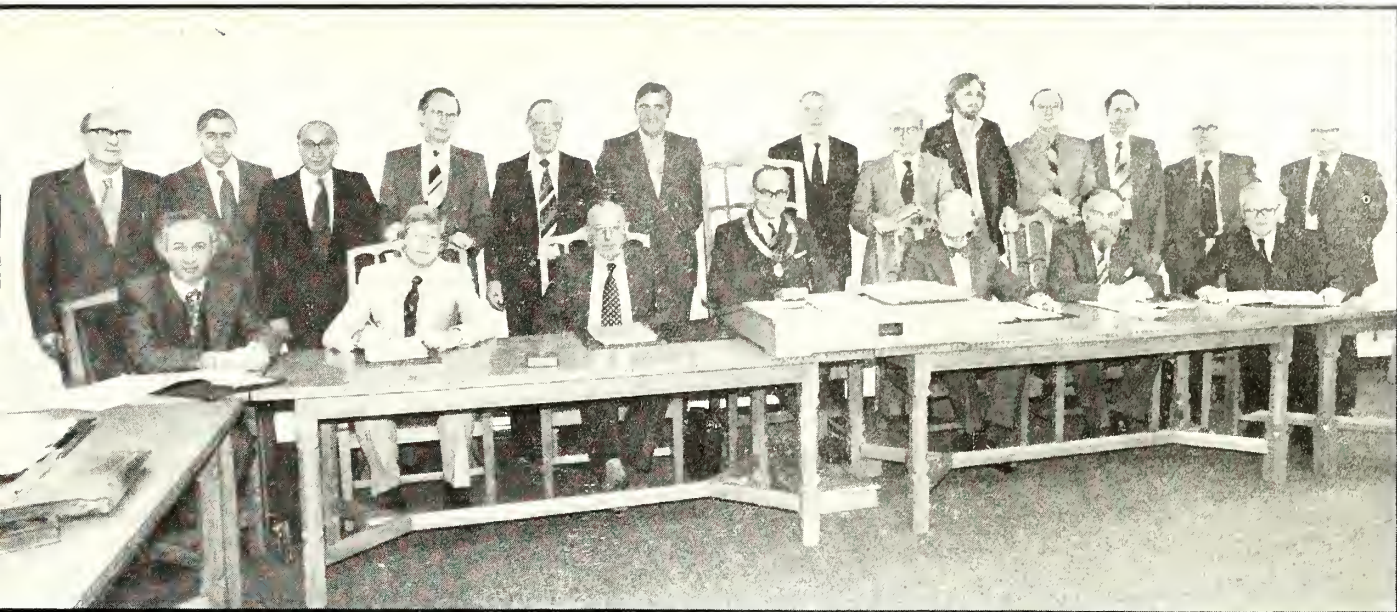
**SEND NOW FOR
SYLVANIA'S RECIPE
FOR SUCCESS!**

Name

Shop/Store

Address

Please send me details
of the Sylvania Superflash promotion
and the name of
my nearest Sylvania wholesaler.



The Board of Management

Services—continued from p875

which enable them to compare their performance with others of similar size and type. Twenty valuable management and financial ratios are calculated for participants.

Management and training officer (Mr B. M. Rusling): Responsible for the inter-firm comparison scheme and business consultancy services; arranges training seminars for members and their staffs.

Registry: Keeps files for members, government departments and organisations.

Information room and locum department head, Mr A. Creed: Expert guidance and technical information provides answers to hundreds of telephone calls and letters received each week. Abstracts from British and foreign journals keep a card index of three-quarters of a million items up-to-date, enabling staff to give clear and speedy answers to inquiries. The locum department handles over 1,000 requests annually from members, hundreds of locums seeking engagements approach the department.

Coupex: Coupex operates as a central coupon exchange for members. Cheques to the value of nearly £75,000 were sent to members—often by return of post—in 1978.

Pharmacy Mutual Insurance Co Ltd: PMI insures the majority of independent proprietor retail pharmacists both for their businesses and their homes. It also insures the homes and other property belonging to many of the employee pharmacists in retail, manufacturing and wholesale establishments. Any policies not directly underwritten by PMI can be placed with other first class offices with special discounts being allowed from those companies' premiums. PMI transacts a considerable volume of motor and life business in this manner.

**Meet C&D on stand 18
at the NPA Show**

Members of the Board (left to right): Standing, Mr A. Moseley, Mr A. R. Moore, Mr J. C. Leigh, Mr G. D. Rillie, Mr I. R. McDougall, Mr Marshall Gellman, Mr L. Calvert, Mr Dengar Evans, Mr Peter Snowdon, Mr C. D. Ross, Mr P. E. Taylor, Mr T. I. O'Rourke and Mr C. D. Hendra. Seated, Mr D. N. Sharpe, Mr T. P. Astill (deputy secretary), Mr G. T. David (treasurer), Mr J. C. N. Wilford (chairman), Mr J. Wright (director), Mr R. G. Worby (immediate past-chairman), Mr L. Priest. Unable to be present for our photograph were the vice-chairman, Mr D. L. Coleman, and Mr S. Bubb.



The chance to will bring you prickly c

We're making these customers an offer that'll have them bristling to buy a new Ronson Spirotechnic.

And it's not just a much smoother shave.

We're offering them the chance to get £1,000 for their old shaver, whether it's wet or dry.

A fortune must be given away.

When a customer hands in an old shaver against a new Ronson Spirotechnic, you'll give him a voucher.

By sending it to us, he can get ten 20p tickets in one of five special, fortnightly charity raffles. (They're being held by the Gunnar Nilsson Cancer Treatment Campaign between June 13 and August 8.)

Every customer will have the chance of a small fortune. Because in all, there are over 500 prizes totalling £12,500 in cash.

There are prizes of £10 and £100. And five top ones of £1,000 apiece.

However, if anybody wants to play absolutely safe, we'll exchange his voucher for a straight £2 cash instead of raffle tickets.

A national campaign that'll hit men right on the chin.

In little more than a fortnight, from June 1 to June 17, we're



win £1,000 nothing but stomers.

ashing out no less than £110,000 on advertising this promotion.

We're taking full-page spaces in the Sunday Mirror and Daily Mirror, the Sun, the People, the Daily Express and Daily Mail.

Besides spelling out the offer, they'll spell out why the Spirotechnic is the world's most advanced shaver. They'll also catch men at the very best time. In the morning, just when they've had the worst from their current shavers.

In addition, we've produced a hard-hitting afflet and dispenser for your counter.

Which, altogether, puts you within a whisker of spectacular Spirotechnic sales.

What happens to all the old shavers?

Quite frankly, that's entirely up to you.

You can start an antique razor department, open a story of shaving museum, or donate the lot to the Rojak fan club. But please, don't send them to us.

The Ronson Spirotechnic.



Movement of surgeries: who should decide?

George Baxter, an East London general practice pharmacist thinks it's time to put the public interest first

Most people readily agree that the real reason for the existence of the NHS is to benefit the community. In practice it is more difficult to find this fundamental premise being applied.

Nowhere is this more evident than in the movement of GP doctors' surgeries, when patients' needs and hardships—particularly to the regular users of services—are often totally ignored.

Also it is generally believed that GP doctors have some divine right to move, at will, from one set of private premises to another set of suitable private premises

—when they wish, where they wish, without conditions. Actually, on paper, this is not really true. To quote from a DHSS letter dated February 16, 1979: "Although a doctor has to obtain the approval of the FPC (or on appeal by the doctor concerned to the Secretary of State) to move his surgery, NHS regulations state that approval must not be unreasonably withheld. In considering such an application, an FPC has the difficult task of balancing the needs of patients against the service needs of doctors".

The "service needs" of a doctor can be the unconfirmed, unquestioned statement that he wishes to give a better service. So, on paper, there can be possible limitations to doctors' autocracy—limitations which are seldom if ever applied. In practice, the FPC administrator may "rubber-stamp" such a formal application. Most FPC members seem to believe that proposed movements of surgeries are for information purposes only when included in FPC agendas. Perhaps members do not realise that they constitute proposals only, and that they, the FPC members, have the statutory duty and power to grant or refuse them on the basis of the DHSS letter quoted above. Such a refusal can only be achieved by gaining a majority vote of FPC members. Is such a majority vote possible?

There are no direct elections by the community to the three statutory bodies, including FPCs, so the appointed lay members are not accountable to the community for their actions—or even their attendance (or non-attendance) at the meetings. NHS employees have no rights, as employees, to membership of such statutory bodies. So does anyone seriously believe that with the present structure of FPCs a vote refusing a doctor's application to move his surgery is a serious or realistic possibility—when balancing the often opposing needs is an impossibility?

Referendum for views

It is relatively easy to ascertain the wishes of the doctors, who are organised strongly in their Local Medical Committees. The latter have a representation of eight appointed members on the FPCs. But patients are normally "totally in the dark" that an application has even been made by their doctors. How then can their views or needs be ascertained?

FPC members may live and work miles away from the actual scene of a proposed move, yet a detailed and intimate knowledge of the specific scene may be absolutely essential to enable the members to give a pertinent analysis of patients' needs. Could anyone, even if they wished, ascertain the views and needs of 10-10,000 unorganised patients in a period of a few days—often the only "notice" available to FPC members? In one recent example, a Local Pharmaceutical Committee requested a referendum to ascertain patients' views but the FPC administrator refused it for reasons of work load and expense. Surely a relatively small sum of money cannot be deemed more important than a serious attempt to ascertain the views of patients in a decision which can decide their medical care for decades to come? Nor should time be a factor, since moves are planned some years ahead.

In discussing the percentage of patients who would be greatly inconvenienced or find real hardship in attending a new proposed surgery site, it is only logical and just to use as the important guidelines not the percentage of the total patients on the doctors' lists,

"PARDON"!



"I said RAY•O•VAC"...

Is this what you shout to your customers who come into your shop with flat batteries in their hearing aids?

If not, why not?

Ray-O-Vac are pioneers in Button Cell technology, having developed hearing aid batteries to suit all makes of hearing aids.

All types come in specially designed 'dial' packs for effective display and easy use by your customers.

For a detailed leaflet and prices contact ESB/Ray-O-Vac.



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but the percentage of regular users of the surgery—the old, the very young and the chronically sick, etc. This information can only be ascertained as part of a referendum.

In this context Community Health Councils do not have the rights as they have in the closure of hospitals. Yet they are intended to act as consumer pressure groups, using their ability to motivate and even embarrass administrators or Health Authority members through the local Press, etc. FPCs or their administrators are not required to notify CHCs about proposed surgery movements—the moves are *fait accompli* before patients or CHCs are even aware of the issue.

No special rights

It makes no difference to patients whether doctors own their premises, lease them from a landlord or are granted licences, as in official health centres. This is a technicality, allegedly important to the doctors, but it should not give them rights to stand outside the various rules and regulations designed to ensure the NHS is more efficient and more democratic. A private project is totally dependent on its existence within the NHS—a community service paid for by public monies.

When large numbers of presently-registered patients have no reasonable alternative choice of doctors, they become a "captive community"—yet we believed feudalism was dead! Surely it is the responsibility of the FPC to ensure that patients are advised of doctors' movements in advance, giving them the democratic right to object if they wish, bearing in mind that objections from unorganised patients would take time to collect.

Obviously surgery movements create havoc to the pharmaceutical services. Unilateral movements of doctors' surgeries take place regularly throughout the country—pressures are being continually increased to create more group practices—yet generally the needs of patients are synonymous with the approximate retention of the existing pharmaceutical services. Pharmacists, in fighting for their own essential existence, must also be seen to be in the vanguard of the fight for the recognition and satisfaction of the needs and rights of patients.

Can you afford to wait? Tomorrow you may hear that your nearest doctors intend to move their surgeries. You must start organising by making the essential contacts now, in the FPCs, CHCs, MPs, local councillors, trade unions, trades councils, local planning committees and the various voluntary organisations represented on CHCs, etc.

Making effective contacts can be time consuming and even frustrating. From experience, if they are not actively for you and the community, then they can almost be ignored. In this context even "friendly" GPs are doctors first and foremost—and most really do believe they have divine and autocratic rights!

LETTERS

STV versus 'X'—keep fighting

The sorry story at the Society's AGM, when the president was compelled to deny his own views, is highlighted by the result of the recent Council election.

Two of the contentions I made in my proposition are borne out by an additional drop in the numbers participating, now down to 28 per cent, and an obvious block vote.

Surely this continued decline is proof either of growing apathy or a refusal to be involved in something which to some is not understandable, and to many is not positive. It becomes obvious that action must be taken to overcome this, and in my honest opinion only a return to the X system of voting has a chance to revive the interest of our colleagues in its choice of leaders.

If the many people who have contacted me in support of the course I am pursuing, and asked me to continue, would themselves press this through branches and by letter, Council would perforce have to take note and reconsider the position.

Maxwell Gordon

Leeds

Mr Gordon proposed an AGM motion that a working party should examine the X and single transferable vote systems. (C&D May 29, p770). The motion was lost on the president's casting vote after the meeting had divided at 43 for and against—Editor.

Pricing inquiry?

Increasing drug stock prices not remunerated at current rates are bad enough, and place most independent contractors under severe strain, both financially and health-wise. However, underpayment of the already sparse returns, I have been told, has been notified to a number of London contractors. If that is so, it must be "the strain that finally breaks the camel's back".

The underpayment is said to have occurred for November prescriptions (some seven months ago) and apparently ranges from £30 to over £1,000 in Lambeth and Lewisham, Bexley and Greenwich, Sussex and Kent areas.

There are many worrying factors emerging from this report—how long have such deficiencies in pricing our prescriptions been going on? What has now been done to ensure "permanent" accuracy—if there is such a thing?

Perhaps the answer is a "double pricing" system whereby charts are used by contractors to price their own bundles and claim a cash amount on the invoice sent with their scripts. After all, it appears to be mainly due to contractors regularly checking their own bundle of

scripts in this way that has led to the unearthing of these appreciable underpayments.

An urgent inquiry into the accuracy of present pricing methods and suggestions for improvement is in my opinion essential. Whilst contractors appear willing to subsidise the NHS in part they surely cannot be expected to pay for it in full. Or can they?

Stanley Blum

Staines, Middlesex

Time and money

During the past week I have, in my leisure time (or is it non-social hours) fitted two trusses in patients' homes for a fee of 30p each, and attended to eight "urgent" prescriptions for £2.00 each, having travelled four miles each way to the business—with petrol at the current price. Meanwhile the GPs have made noises and raised their income to £13,000 pa with a 25 per cent rise.

D. J. Kirk

Chatham, Kent

Corrected vision

In Mr P. L. Craske's letter last week (p 824), the second sentence should have read: "He obviously views the drug market with the tunnel vision of an economist.", and not as stated. We apologise for the error.

Health centre news

Bedfordshire AHA is to build a health centre in High Street, Flitwick.

Building is now proceeding of the new health centre at **Bawtry, near Doncaster.**

North Western RHA proposes a health centre at Longford Road West, North Reddish, Lanes.

The Borough Council of North Tyneside is looking for a suitable site at Whitley Bay for the proposed new health centre for **North Tyneside AHA.**

Trent RHA is seeking planning permission for a health centre at the junction of Strelley Road and Moor Road, Strelley near Nottingham.

Tenders are now being sought by **Lincolnshire AHA** for the building of the health centre at Crowland, Lincs, due for completion in July 1980.

A £306,000 building contract has been awarded by the local AHA for the construction of a new health centre at **Pontllanfraith, Gwent.** It will be a single storey building.

The **North West Thames RHA** is considering the cost of providing a health centre next to Bedford Hospital, North Wing, at Kimbolton Road, Bedford. It would cost around £438,000.

The **North Western RHA** is spending £211,930 on a health centre at Heaton Norris, Stockport, Cheshire. The same authority has also awarded a completion contract of £33,634 for the Ordsall health centre, Manchester.

FOR ONCE, A SLIMMING AID BASED ON SCIENCE, NOT MILK SHAKES.

Diets can be boring. Diets can be difficult to stick to. Diets can make you feel rotten. Diets can even make you feel like a social outcast.

There's no getting away from the fact:

Up until now, diets have definitely been for the strong-willed.

How much easier life would be, we thought, if we could devise a diet for the weak-willed.

A diet that was about solving problems rather than creating them.

To discover such a diet, we had to look a lot further than the usual run of milk shakes, toffees and soups.

We had to take a thoroughly scientific approach to dieting.

What we've come up with is a product we believe to be the first genuine breakthrough in diet technology this country has seen.

Uniclife HPD. The High Protein Diet.

The story of HPD is a long one. And to try and cut it short would be doing it an injustice.

Besides, if you're as serious about dieting as we are about helping you, then we're sure you'll want to read every last word.

FIRST, A SIMPLE BIOLOGY LESSON.

To understand fully how and why HPD works, it first helps to understand a little about how the human body normally works in relation to weight gain and weight loss.

In simple terms, your body acts as a kind of 24 hour a day processing plant.

It takes in raw materials in the form of food and drink, and extracts various nutrients to give you the energy you need to keep going.

If you take in more than you need, then the surplus is converted by the body into fat and kept in reserve.

So fat is really just a form of stored energy. And the unit we use to measure this energy is a 'calorie'. To lose weight, therefore, you reverse the equation.

So that when the body uses more energy than it consumes, it is forced to use up its reserves.

One way of doing this is by taking a lot of exercise.

Unfortunately, this only works up to a point. For example, it has been recorded that a man running for 24 hours non-stop lost just 7 lbs.

The inescapable truth for overweight people is that to lose weight, the only course open to them is to reduce their calorie intake.

Or, in other words, to diet. And this is where protein fits into our story.

PROTEIN, THE BASIS OF LIFE ITSELF.

Protein is a unique nutrient composed of body building blocks called amino acids. Without protein, no life would be possible.

There are known to be 22 different types of amino acids. And all but 8 of these can be manufactured within the body itself, from the food we eat. The remaining 8, however, play an absolutely vital role in the body's make-up and should be an essential part of our everyday diet.

With HPD, you get a supply of protein that is rich in all 8 of these essential amino acids.

When you open a canister of Uniclife HPD, you'll see that this protein comes in the form of a white powder.

You take HPD by mixing a quantity of this powder with water and drinking it twice a day in place of two meals (breakfast and lunch being the most usual meals that you replace).

HPD though, contains far more than just concentrated protein.

AS GOOD FOR YOUR BODY AS IT IS FOR YOUR FIGURE.

In addition to essential protein,

each serving of Uniclife HPD gives you carefully controlled quantities of vitamins and minerals. For the record, each 100 grams of HPD includes Vitamins A (950 mcg), B1 (1.6 mg), B2 (2 mg), B6 (2.6 mg), B12 (2.6 mcg), C (40 mg), D3 (8.3 mcg).

Plus other essential nutrients such as Nicotinic Acid (24 mg), Calcium Pantothenate (13.0 mg), Iodine (0.2 mg), Iron (13 mg), Calcium (1060 mg), Potassium (1330 mg), Magnesium (400 mg) and Folic Acid (32 mcg).

They may all sound like so much scientific puffery, but every one of these nutrients has been included in HPD for a very good reason.

Namely, to help you avoid the kind of unpleasant side effects sometimes associated with improperly balanced diets.

As any nutritionist will tell you, some diets that make you cut down on food, automatically make you cut down on nutrition to a level which the body finds unacceptable.

With the HPD diet you'll stay on it because you can stay healthy.

However, there are other reasons why you can look forward to feeling quite normal on the HPD diet.

HIGH IN PROTEIN. LOW IN CALORIES.

You've probably noticed how satisfied you feel after eating things like steak and eggs and cheese. This is because these foods are far richer in protein than most of the things we eat.

Unfortunately for slimmers, they are also high in fat levels too. And, consequently, high in calories.

The secret of Uniclife HPD lies in the fact that each serving contains no less than 20 grams of high quality protein.

And it is this concentrated protein that helps you to feel satisfied on the HPD diet.

But, just as important, each serving contains as few as 125 Calories.

So, while the concentrated protein helps you to feel satisfied, the low fat level dramatically reduces your intake of calories.

(And, even then, the fats in HPD are high in polyunsaturates).

This unique high protein low calorie combination is the fundamental difference between HPD and other diets you may have tried.

But the protein in HPD isn't the only thing that helps you to feel satisfied.

FOOD: OUR MAGIC INGREDIENT.

Since the moment you were born, your body has been conditioned to expect regular supplies of food.

Is it any wonder then that most dieters find it well nigh impossible to reverse the habits of a lifetime?

With HPD, you not only feel satisfied because of the protein, you also feel satisfied because the system requires you to eat one square meal each day.

You see, with only two 125 Calorie servings per day (each of 38 grams), HPD still manages to give you plenty of calories to play with.

In fact, the HPD diet even goes as far as requiring that you eat one meal a day of between 700 and 800 Calories.

As you will appreciate, this differs substantially from other diets and diet products.

Most important, you have something to look forward to at the end of each day - a time when dieters are notoriously weak-willed.

By something to look forward to, we mean meals like 6 oz of roast beef and 2 oz of Yorkshire pudding, with 4 oz of beans, 4 oz of carrots and 2 oz of potato, followed by 6 oz of canned plums.

(You'll find each canister of HPD contains a leaflet giving you plenty of suggestions for your 700-800 Calorie meal).

Of course, all this means that you can not only cook yourself the same meal that you cook for the rest of the family, you can actually enjoy eating it with them too.

Mind you, we fancy that men will find Uniclife HPD every bit as morale-boosting as women.

The overweight executive, for example, can still have his expensive account lunch, provided he has HPD for breakfast and supper.

All in all, you'll gain a lot when you go on the HPD diet, but how much will you lose?

WHAT PRICE WEIGHT LOSS?

No two people will react in quite the same way to any one type of diet. And the HPD diet is no exception.

However, since probably no other diet in the country has ever been the subject of such extensive trials, we can give you a good indication of the kind of weight losses you are likely to achieve.

During these trials, which were carried out under strict medical supervision, we found that weight losses of up to 5 lbs in five days were recorded.

Bearing this in mind, £3.30 hardly seems too high a price to pay for a five day programme of Uniclife HPD.

At just 33p a serving, it works out no more expensive, in fact, than many other diet products or the cost of the food you might be eating if you weren't on a diet at all.

Finally, we suspect that there is still one question that women will be asking themselves about HPD. Namely, how safe is it?

WOULD YOUR DOCTOR APPROVE?

A diet as scientifically based as HPD has, of necessity, been developed in close consultation with doctors.

Both during the formulation and trial of the product.

The results during all stages of the development were such that we can assure you that, providing you follow the instructions, HPD can be used with complete safety.

However, pregnant women, nursing mothers and people under medical supervision should consult their doctor before going on the HPD Slimming Programme.

We should also add at this point, that to achieve success on any diet, you must stick to the rules. And this goes for Uniclife HPD as well.

But, for the reasons given, we believe that with HPD, we have produced the first diet that is genuinely easier for you to stay on.

A diet that offers you help as well as hope.

In short, a diet for everyone who has had their fill of empty promises.

UNICLIFE HPD. THE ORIGINAL HIGH PROTEIN DIET.



**IN CASE OF
EMERGENCY,
DIAL
01-568 8811.**

The effect of Unicliffe HPD on the British slimming market has been quite remarkable.

Since HPD was launched less than two months ago, retailers have been selling out just as fast as we've been selling in.

It means that we have the right product.

It means that we have the right advertising.

But it also means that we need to ensure that re-ordering HPD is as quick and easy as possible.

If you need additional supplies of Unicliffe HPD, contact Unichem, your local wholesaler or ring the HPD hot line on 01-568 8811, open during office hours, Monday to Friday.

Sangers face future with confidence

Sangers pharmaceutical division face the future with confidence having introduced cash settlement discounts and recruited senior personnel, says the group chairman announcing the preliminary results for the year ended February 1979. The chairman, Mr H. T. Nicholson, says resale price maintenance at wholesale level is virtually dead—an increasing number of competitors are evading it.

The cash settlement discounts produced a beneficial change and through continued management efficiency the 1978 profits were improved, he says. The recruitment of key personnel at a senior level has laid a base for progress and exploitation of opportunities which still exist within the market place despite the pressure on margins. Commenting on the future, Mr Nicholson says the results were so much better than for 1978 that Sangers' optimism is proving justified.

Group turnover for 1979 was £98.2 million (£90.8m in 1978) and pretax profits £2.2m (£1.6m). Mr Nicholson says the pretax profits represented a substantial increase of over 30 per cent confirming the half year forecast. Pharmaceutical wholesale turnover now represented 71 per cent of group sales, compared to 78 per cent five years ago.

Astra concentrate on pharmaceuticals

Most non-pharmaceutical operations of AB Astra, Sweden, were sold off during 1978 to allow for expansion of the groups pharmaceutical operation states the annual report. Group sales in 1978 totalled SKR 2,033 million (£226 m), 16 per cent up on 1977. A breakdown of sales excluding companies sold off shows sales in Sweden up 8 per cent at SKR 610m and outside Sweden up 27 per cent at SKR 249.

From January 1, 1979 the group has consisted of a pharmaceutical division accounting for 90 per cent of turnover plus two other companies Astra-Ewos (animal feeds) and Astra-Sjuco (medical care products). Cardiovascular prescriptions are now Astra's largest product group with sales of more than SKR 400m, the report adds.

Roche hopeful of better profits

In the first four months of the current year turnover of the companies controlled by Hoffmann-La Roche, Basle, Switzerland and their Canadian holding subsidiary Sapiac Corporation, was up 16 per cent on the same period of 1978; in terms of Swiss francs the rise was 3 per cent.

In 1978 combined sales declined by

11.7 per cent to Sw Fr 4,800m because of the strong Swiss franc said the group chairman, Mr F. Gerber recently. Net profit fell by 40 per cent to Sw Fr 201.2m.

Sales last year in the US market, the group's largest market for pharmaceuticals, were down. The share of pharmaceuticals in the Roche-Sapiac turnover has fallen to 48 per cent whereas in 1975 the share was 60 per cent, stated the chairman.

It was disclosed that the group had paid Sw Fr 20m (£5.6m) in damages to people affected by an escape of toxic gas from one of their plants in Northern Italy in 1976. The company had also spent as much again in decontamination of the area affected and on other relief.

Safety award for Syntex research

Syntex Research Centre in Scotland, a division of Syntex Pharmaceuticals Ltd, has qualified for an industrial safety award from the British Safety Council. Dr George Christie, divisional managing director of the research centre, says that the award reflects the keen awareness of Syntex in general and the management and staff of the research centre in particular to the importance of safety in the working environment.

The research centre has its own safety committee and there is a continuing programme aimed at eliminating accidents. For example, the Research Centre recently made provision, through the services of an optician, for optically correct safety spectacles to be made available to all staff coming into contact with potential hazards. At the presentation of safety awards in London last month, Mr James Tye, director general of the British Safety Council said: "Only a small percentage of the nation's industry qualify for an award. If industry in general could achieve the same stan-

dards we would see a vast reduction in the current losses of over £1 million and in the inestimable suffering caused annually through industrial accidents."

ICI invest in new chemical plants

Imperial Chemical Industries Ltd are investing nearly £20 million on new plants to manufacture ammonium chloride and sodium hypochlorite at the company's Mond division in Cheshire. The ammonium chloride plant will be built at Winnington works, near Northwich and is expected to be completed by early 1981. Building of the new £8m sodium hypochlorite plant at Run-corn will start immediately and completion is due in late 1980.

As a further step in expanding its American petrochemical base, the company will proceed with construction of a plant to produce ethylene oxide, ethylene glycols and other ethylene oxide derivatives at their existing industrial site near Houston, Texas.

Briefly

Izal pharmaceutical division of Sterling Winthrop Group Ltd, has been renamed Sterling Research Laboratories.

Discussions are taking place which may lead to the acquisition by Rockware Group Ltd, the international plastic bottle manufacturing operations of Dart Industries Inc.

Schering AG, West Berlin, increased their total sales by 4.4 per cent during 1978 to Dm 2,200m and their net profits by almost one-third to Dm 87.9m. Sales of pharmaceuticals on the international market rose 2.5 per cent and represented just under one-half of total sales for the first time.

Albright, Moraji and Pandit Ltd, an Albright & Wilson Ltd associate—has commissioned a £1.5m—sulphuric acid

Seen with the safety award presented by the British Safety Council (story above) are Dr George Christie, divisional managing director, Syntex Research Centre (extreme right); Mr Mike Liddle (centre), safety officer, Syntex Research Centre; and Dr and Mrs D. Lallo, chairman of the board of governors, British Safety Council



plant at Roha, Maharashtra State, India. The new plant, with an annual capacity of 45,000 tonnes, will produce all the sulphuric acid required by the company to make sodium tripolyphosphate (STPP).

Dreamland Electrical Appliances Ltd had record sales during the first quarter because of the severe weather. The chairman, Mr F. Williams, is confident of a further significant advance in sales and profits in the current year. Taxable profits for 1978 rose 64 per cent to £1.15m on turnover of £8.32m (£6.73m).

J. Bibby & Sons Ltd report that the profits lost through the road haulage drivers' strike are steadily being recovered and that profits for the first half year are expected to be at least equivalent to those for the corresponding period of last year. Pre-tax profits for the year as a whole will be in excess of the £8.4m achieved in 1978.

APPOINTMENTS

L. Landaw & Co Ltd: Mr Michael D. Mandel has resigned as a director and is no longer connected with the company.

Procter & Gamble Ltd: Appointed to the board from July 1 are Mr B. J. Hintz as deputy managing director, and Mr T. J. Mason—director of advertising.

Kirby Pharmaceuticals Ltd: Mr Ian Hatfield has been appointed to the board. He will hold the joint positions of finance director and company secretary and will have overall responsibility for the financial, administrative, legal, purchasing and data processing operations of the company.

Frances Denney: Doug Fawcett has joined as managing director for the UK and Ireland. Mr Fawcett has had an extensive career in the beauty business which included nine and a half years at Coty in sales management. He moved to Denney from Orlane, where he held the position of sales director for the UK and Northern Ireland. Shirley Billinge continues as sales director for the company, reporting directly to Doug Fawcett at the London Office.

POST SCRIPTS

Further reflection

The recent thoughts of our Open Shop contributor (May 26) on his image led a Wiltshire pharmacist to look in his own mirror with some horror. The following is his sad tale . . .

As I was taking the dustbins outside the other day (no-one else will because it's not their job) and was neatly stacking the cardboard boxes for the refuse collectors, I reflected for a few moments on my professional status.

Eight years as a pharmacist and I'm still kicked, trodden on, abused, misused and confused by it all, but it doesn't matter because I'm a professional. Professional what, I think to myself?

It must all have started when I was a preregistration student working for a tyrant manager in retail pharmacy. His first words to me were that I was to look after the sink and keep it clean at all times. An ex-microbiology or pharmacetics lecturer one might think at first—well you'd be wrong, he was a true pharmacist. I mean, didn't he realise that I had an honours degree in pharmacy and that the degree course didn't include sink cleaning? Because of this ordeal I am now allergic to sinks and am unable to do my washing up at home!

From this manager to another who kept his cigarettes locked in his Controlled Drugs cupboard and his CD's on the shelves (is this why pharmacists have inspectors to spy on them?) Four more years in retail and I thought "This isn't what I was taught at university." Didn't any of the customers want to know the effect of acetylcholine on nerve endings?

And so my pharmaceutical career took me into the hospital service where I thought I'd be of use to someone. Well in a way I was right. Hospital pharmacy has taught me how to unload lorries correctly. I challenge any pharmacist to see if he or she can beat me at unloading 250 cases of Travenol IV fluids from a lorry and stack them neatly. You won't beat me because I'm a trained professional. In fact this

method has now been adopted in deciding which preregistration student to have—the one who unloads the lorry the quickest. Well, that's my boy!

All students are also given lessons in how to unblock sinks, toilets and drains, how to summon a hospital engineer when they're all busy, how to tell a porter to take goods from A to B without starting a strike, and how to avoid an irate sister given twenty yards start.

All of these items are very important in a preregistration student's training programme, more important I think than the effect of pH on the stability of calcium hydroxide in calamine lotion.

Disillusioned with hospital pharmacy, I left. I had to, really, because they found a porter who could stack crates of IV fluids faster than I could. That's the way it goes. What do I do now? Well I'm still a pharmacist but I have a little bit of land and keep chickens and pigs and I find my solace in them.

Ear-piercing? That's nothing to what I want to do. I want to sell my eggs, chickens, bacon and garden produce next to medicinal products in the pharmacy and have a sign outside saying "free egg with each prescription dispensed here." Ah well, maybe I'll do that next year for I see six geriatrics in white overalls approaching—my guardian angels from the Pharmaceutical Society.

I think I'll go and talk to the pigs. I'll be safe there. Besides, I'm afraid I'll wake up.

COMING EVENTS

Advance information

Workshop in Liquid Scintillation Counting. September 17-21, Queen Elizabeth College, London W8. Organised by radiochemical methods group, Chemical Society, Analytical division. Course includes lectures, practical work and discussion periods and is aimed as a practical introduction to the use of counters. Further details from Dr G. Ayrey, isotope unit, Queen Elizabeth College, Atkins Building, Campden Hill, London W8 or Dr A. R. Ware, central radiochemical laboratory, scientific services centre, Central Electricity Generating Board, Canal Road, Gravesend.

Tenth Conference of International Union of Health Education. September 2-7, Royal Festival Hall, London. Theme "Health education in action—achievements and priorities". Speakers will be from all five continents and will include director-general of the World Health Organisation. Details of registration from Mr Adrian Pollitt, conference centre, 43 Charles Street, London W1.

The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

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MARKET NEWS

Strong £ cushions price rises

London, June 6: With the £ continuing to harden against a number of international currencies, particularly the US dollar, a number of commodities are now being quoted lower although there is no basic weakness in their prices nor any improvement in their availability. A typical example is honey where Australian ambers are hard to find yet quotations are down by £20-£30 metric ton.

In spices, cloves and cardamoms are down for shipment but pepper is dearer.

Chinese menthol and Brazilian peppermint oil were in demand during part of the week. Elsewhere in oils Ceylon citronella eased at origin as China returned to the market. Patchouli and spearmint were dearer.

Dearer among botanicals were hydrastis, kola nuts, liquorice root, senega, tonquin beans and witchhazel leaves. Cape aloes and Jamaican sarsaparilla were easier.

Pharmaceutical chemicals

Adrenaline: (per g) 1 kg lots base £0.30; acid tartrate £0.25.
Aloin: micro-crystalline £28.65 kg in 50-kg lots.
Aluminium chloride: Pure crystals in 50-kg lots £1.23 kg.
Atropine: (Per kg in 1/2-kg lots) Alkaloid £200.50; methonitrate £179, sulphate £169.

Borax: EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £239; powder £260; extra fine powder £272.

Boric acid: EP grade per metric ton in 2-4 ton lots—granular £369; powder £395.

Bromides: Crystals £ per metric ton.

	Under 50-kg	50-kg	1,000-kg
Ammonium	1,111	950	891
Potassium crystals	1,043		1,001
powder	1,140	960	918
Sodium	1,140	967	924

Brucine sulphate: £45.00 kg.

Carbon tetrachloride: BP 5-ton lots in 290-kg drums, £265 per metric ton.

Citric acid: BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, crystalline £171.17 and £170.17 respectively.

Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £331.50; 85 per cent £278.

Glucose: (Per metric ton in 10-ton lots)—monohydrate £225 anhydrous £550; liquid 43° Baume £234 (5-drum lots); naked 18-ton lots £187.

Glycerin: In 250 kg returnable drums £695 metric ton in 5-ton lots; £700 in 2-ton lots.

Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50 per cent £425. BPC (30 per cent) £305.34.

Oxalic acid: Recrystallised £1.31 kg for 50-kg lots.

Phosphoric acid: BP sg 1.750 £0.4313 kg in 30 drum lots minimum.

Salicylic acid: 5-ton lot £1.22 kg; 1 ton £1.24.

Sodium acetate: BP crystals £0.81 kg in 50-kg

Sodium acid phosphate: BP crystals £1.34 kg for 50-kg lots

Sodium benzoate: £0.5623 kg in 500 kg lots.

Sodium bicarbonate: BP from £107.24 metric ton astograde in minimum. 10-ton lots delivered UK.

Sodium carbonate: Anhydrous £357 per metric ton.

Sodium chloride: Vacuum-dried in ton lots £31.52-£33.08 metric ton as to packing, delivered London.

Sodium citrate: Granular £739 metric ton; powder £754.

Sodium fluoride: in 50-kg lots £2.43 kg.

Sodium gluconate: Technical £756 metric ton.

Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.

Sodium nitrate: Recrystallised £0.75 kg for 50-kg lots.

Sodium nitrite: BPC 1973 £1.18 as to maker for 50-kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £527; tetrahydrate £311.50.

Sodium percarbonate: £413 per metric ton.

Sodium sulphate: Fine crystals BP £85.80 per metric ton, pea crystals £105.30; commercial £36.60 ex works.

Sodium sulphite: Crystals £0.15 kg (500 kg minimum)

Sodium thiosulphate: photo grade £172 per metric ton; £160.75 ton in 4-ton lots.

Sorbitol: Powder £580 metric ton; syrup £305.

Stilboestrol: BP in 25-kg lots, £137 kg.

Crude drugs

Aloes: Cape £1,075 ton spot; £1,060, cif. Curacao nominally £2,235, cif. no spot.

Balsams: (kg) Canada: Firmer at £12.90 spot; £12.45, cif. **Copaiba:** £3.10 spot £2.95, cif. Peru: No spot; £9.75, cif. **Tolu:** £5.80 spot.

Benzoil: £197 cif. nominal.

Buchu: Leaves £1.30 kg spot; £1.25 cif.

Camphor: Natural powder £5.50 spot; £5.25, cif. Synthetic £0.96 spot; £0.92, cif.

Cardamoms: A'leppy green No. 2 £9 kg, cif.

Cascarilla: £1,150 metric ton spot; £1,125, cif. new crop.

Cloves: Madagascar/Zanzibar £4,150 metric ton spot; £3,850, cif.

Cochineal: Tenerife black brilliant spot £17.70 kg nominal. Peru silver grey £14.40 spot; £14.10, cif.

Dandelion: Spot £1,940 metric ton spot; £1,760, cif.

Henbane: Niger £1,400 metric ton spot; £1,380, cif.

Hydrastis: Spot £27.50 kg; no cif.

Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light and medium ambers £695.

Canadian £854; Mexican £695-£700. Argentinian £820 (white).

Ipecacuanha: (kg) Costa Rican, spot £16 kg nominal; no cif.

Jalap: Mexican no spot; £1,390 metric ton, cif.

Kola nuts: £470 metric ton spot; £410, cif.

Liquorice root: Chinese £545, metric ton spot £530, cif. Block juice £1.63-£1.90 kg spot.

Lobelia: American nominal. European £1,670 metric ton, cif.

Menthol: (kg) Brazilian £7 spot; £6.80, cif. Chinese £6 in bind; £5.95, cif.

Pepper: (metric ton) Sarawak black £1,000 spot, £1,725 cif; white £1,475 spot; £2,600, cif.

Quillaia: Spot £1,000 metric ton; £725, cif.

Sarsaparilla: Jamaican £1,910 metric ton spot; £1,850, cif.

Senega: Canadian £9.80 kg spot, £8.20, cif.

Tonquin beans: Para £2.95; kg spot £2.80, cif.

Turmeric: Madras finger £650 metric ton spot, nominal; £455, cif.

Valerian: Dutch £1,880 metric ton spot; £1,820, cif; Indian £1,200 spot; £1,180, cif.

Witchhazel leaves: £2.20 kg spot; £2, cif.

Essential oils

Citronella: Ceylon spot, £3 kg; £2.55, cif. Chinese £3.60 spot and cif.

Patchouli: Indonesian £14.25 spot; £13.75, cif.

Peppermint: (kg) Arvensis—Brazilian £4.55 spot; £4.50, cif. Chinese £3.60 pot; £3.35, cif. Piperata—American from £12 spot; £11, cif.

Sandalwood: Mysore £68 kg spot. East Indian £57.50 spot.

Spearmint: Chinese £10.50 spot and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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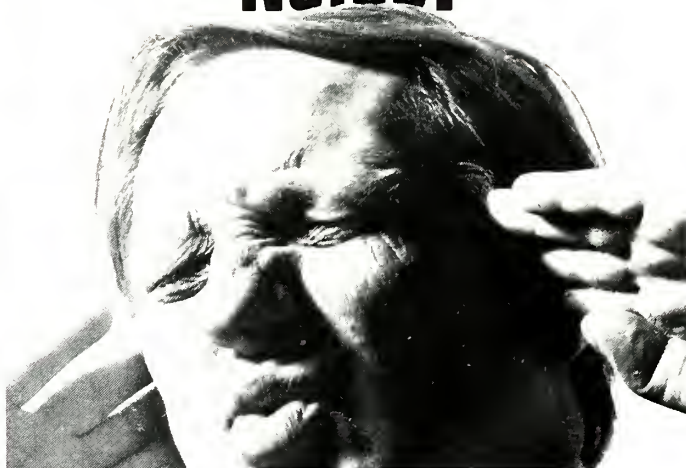


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olney bros lid jado house, northbridge road
berkhamsted, herts hp4 1eg
free colour brochure 04427-5417/9

Noise!



Sound is arguably the 20th century's greatest pollutant. Industrial noise, traffic, aeroplanes and loud discos represent only a few of the irritants—they range from snoring to the Concorde. Loss of concentration, irritability and even nerve damage can be the result.

If the sound problem is complex the answer is simple—Decidamp ear plugs. Decidamp is the new simple way to dampen noise pollution. Soft, safe and pliable, Decidamp fits every ear to create a comfortable and economical sound barrier.

DECIDAMP® — the new sound barrier

Chapman & Smith Ltd.
Safir Works, East Hoathly,
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Telephone 082 584 323.

Another Product



IT MAKES YOUR CUSTOMERS FEEL BETTER AND YOUR BOOKS LOOK BETTER



Carmil copes effectively with diarrhoea, holiday tummy and stomach upsets generally. It is good; tried and trusted; advertised in women's magazines and the national press throughout the summer months; and scores highly in repeat sales.

Based on the well-proven ingredients of pectin, kaolin, morphine and atropine methonitrate, pleasant tasting liquid Carmil is fine for anyone from 6 years upwards. It comes complete with a 5ml dosage spoon. And it sells well (especially when prominently displayed).

Stomachs know no season. Carmil is profitable all year round.

Stock it, you'll see. Available from your local wholesaler.

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Ex-Lax Ltd, Fishponds Road, Wokingham,
Berkshire. Wokingham (0734) 790345

Chemist & Druggist 891



Why denture wearers will be taking the tube.

Or, more precisely, a tube of Dentu-Creme – the toothpaste specially formulated for dentures.

First of all, there's the colourful consumer advertising for 1979. And there's nothing staid or boring about it. In fact it's likely to be the most noticed campaign in the history of denture products.

It's a national campaign – with more money put behind it than ever before. In fact, 40% more than last year.

With lots of full-page colour in Women's magazines, and insertions in TV. Times, the big dailies and Sundays, it'll run from March right through until December.

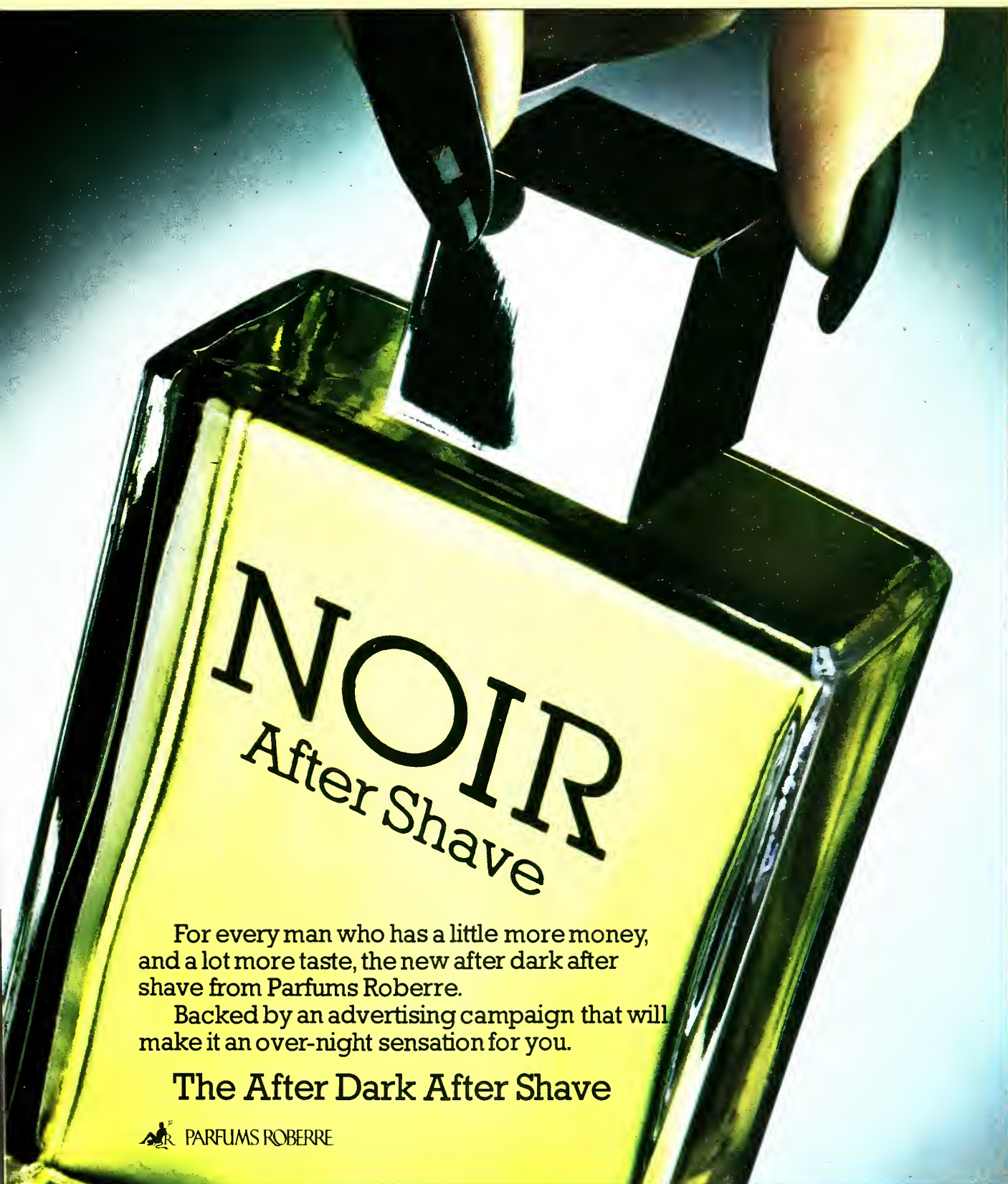
And secondly, to really get things going, and to help make 1979 the best year ever, we'll be running a promotion that's already been outstandingly successful. You'll remember the special packs of Dentu-Creme containing a free packet of Freedent chewing gum – we'll be doing it again.

So shouldn't you be taking more of the tube too?



Dentu-Creme
Stafford-Miller.

Beauty Business




NOIR
After Shave

For every man who has a little more money,
and a lot more taste, the new after dark after
shave from Parfums Roberre.

Backed by an advertising campaign that will
make it an over-night sensation for you.

The After Dark After Shave

 PARFUMS ROBERRE

2 Counterpoints review: Two products for the discerning man from Parfums Roberre

Counterpoints review: Topex—why another acne product?

Counterpoints review: A revolutionary approach to sanpro

Customer handling—the meeting of minds demonstrated by Video Arts

Personalities in the beauty business. Brand manager, Veronica Williams

The selling of skin care preparations by Mary Wray of Vichy (UK) Ltd

Handy notes: A brief look at the hand and nail care markets



Skincare—a healthy business



Talking reps—you and the rep, an open letter from a pharmacist

The importance of point-of-sale display material

Two products for the discerning man from Parfums Roberre

Parfums Roberre is a subsidiary created by Elida Gibbs in 1978 to market their newest products in the fragrance and cosmetic markets—products which are removed from the Elida Gibbs umbrella because, apart from any other considerations, they definitely only lend themselves to being sold through non-food outlets. One of Parfums Roberre's first ventures was to launch Nino Cerruti pour homme (*C&D*, March 31, p415). This "designer" fragrance has now been joined by the first of Parfums Roberre's own flagship fragrances—Noir—already dubbed the after dark after shave.

Nino Cerruti pour homme is a men's product with a difference—it is described as a fragrance one either loves or hates. Top noted with jasmine it is also said to contain some 130 other ingredients which provide notes of spice and woods. It is dramatically packaged

in a way that is meant to convey to the consumer Nino Cerruti's whole philosophy.

Nino himself is acclaimed as one of the world's foremost fashion designers for men. He says that he sees the fashion of the future being part of a reaction to the constraints imposed by modern life—a reaction in which man will desire to create a personality for himself through the clothes he wears. He also considers that fragrance will become even more important than ever before—more integral, a part of the total impression.

For the moment the collection comprises an after shave, eau de toilette, moisturiser, shave foam, deodorant, soap and cologne. The distinctive packaging is said to represent the unstructured world of human emotions bounded by the strict confines and arithmetical order of our lives.

The man himself—Nino Cerruti



After dark with Noir

Parfums Roberre's latest launch in the men's market could very definitely be described as a product of the Seventies. Noir is a sophisticated and civilised fragrance—a postgraduate product of the Sixties boom in men's toiletries. That was a time when mass marketers took a product, bottled it, branded it and made it smell obvious; gimmicks abounded, linking these products with sex, sport, famous faces and wild fantasies. During the Seventies the market can be said to have matured, the consumers sobered up—birds developed into ladies, her bloke became her man, and many brands died as trends gave way to style.

Noir—one such stylish fragrance—is the first to appear under Parfums Roberre's own flag. We talked to Judy Cooper, the product's brand manager,

who explained that the company identified two very separate market levels for men's toiletries—the mass market level which includes Brut, Denim and Old Spice—and the top end which comprises mainly the designer fragrances such as Calandre, Lagerfeld and of course Cerruti. Noir comes in at a slightly lower point of the top end, a sector which the company considers is still ripe for exploitation. At one time it was thought that a middle area was being opened up by products like Fabergé's 20:21, but that does not seem to have happened.

Noir is a fairly expensive brand which will be taken into about 1,000 outlets including larger chemists. It is being backed however with an advertising campaign of £600,000—a sum more in keeping with the mass market brands.

As Parfums Roberre's first branded product it is naturally very important to them. At the moment it is being sold in the UK only. It is very much an English baby and even when it does move into continental outlets it will do so under the wing of the London-based company.

Noir's packaging is really quite striking. The name itself obviously suggested the colouring. The inner cartons are

stamped with the Parfums Roberre symbol which is repeated once on the front of the packs.

Judy Cooper told us that their research indicated that whereas when women bought a man's fragrance product they tended to go for the mass market brands, the men who have been turned on to fragrance by their women, are now buying their own products and in doing so are trading up. They want to treat themselves to a more subtle and interesting fragrance and, like women, many of them are buying the promise projected by the product's image. This trend also reflects the women's market where women are tending to buy for themselves—and they too are trading up.

Noir's top note is mainly citrus with lavender and geranium, then there are sensual combinations of frankincense, nutmeg, cloves, patchouli, cedarwood and jasmine with base notes of oak-moss, vanilla and tobacco. The Noir user is seen as someone who cares something about himself and his image. He is quite happy to go into a shop and consult a woman about a fragrance. There is no embarrassment on his part and he will happily try out various

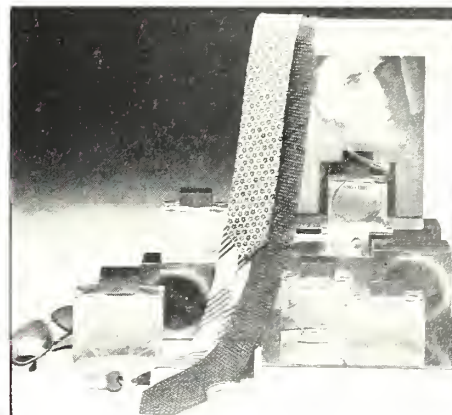
products before buying. Judy Cooper sees him as a "bit of a winner". He is probably aged between 25 and 45, has a little more money and a lot more taste than the average man.

The range will eventually cover most of men's grooming needs, but for the moment it comprises after shave, cologne, antiperspirant, talc, creme shave, hair control and soap (prices from £1.80 to £6.80).

A Press campaign will back the launch with advertisements in the two remaining Sunday supplements, the *Evening Standard*, *Reader's Digest*, *Ideal Home*, *Men Only*, *Punch*, *Cosmopolitan*, *Good Housekeeping*, *Woman & Home*, *May-Jair*, *Vogue* and *She*. There will be a television campaign later in the year in time to tempt pre-Christmas buyers. The advertisement is being created by the same company—Landsdowne—which developed the noted Goggles commercial.

Parfums Roberre hope to launch the Bill Gibb female fragrance in the autumn of this year and they also plan to go into the skin care market eventually, but this probably won't be until late in 1980. "Really we are breaking all the rules," says Judy Cooper. "Instead of buying-in lines in new marketing areas, we are creating them for ourselves. Mind you Jovan was another company which broke all the rules and no-one is laughing at them now, are they?"

Left: The Noir range and, below: The Cerruti display



COUNTERPOINTS REVIEW

Topex— Why another acne product?

With all the acne products already available both retailers, and indeed consumers could be justified in asking "Why another acne product?"

Richardson Merrell Ltd, already in the forefront of the OTC acne market with Clearasil felt itself in the best position to know that, despite their own efforts and the flood of new products in the last few years, the result was still an under-developed market. Sufferers from spots and pimples (boys in particular) took less action than they might, and took it less often than was appropriate. The reason was mainly due to over-expectation about what could be done, leading to disappointment and scepticism about the products available.

Richardson Merrell had been researching a complex product containing benzoyl peroxide which up until then had only been used in products available on prescription. It had been proved medically that benzoyl peroxide does effectively clear spots in a relatively short period of time—in most cases a marked improvement can be seen after

only five days, according to the company. A £500,000 television advertising campaign incorporating a genuine testimonial by Debbie Dady to support the five-day claim was put behind the launch.

"During the first year Topex has claimed 26 per cent of the acne market in units and 40 per cent in sterling terms. Repeat purchases are said to be very high—over 50 per cent against the market norm of 30 per cent—and a high proportion of users are male."

Topex quickly acts to reduce the unsightly redness and inflammation of existing spots. It attacks the source of acne by killing bacteria both inside and outside the spot. At the same time, Topex helps to flake-away infected skin on the outside so clear skin can show through faster. It is an invisible, greaseless, easy-to-apply lotion which can be worn under make-up. After thoroughly washing and drying the face, a thin layer of Topex should be applied to each spot and massaged gradually into the skin. This should be done once a day for the first week and then twice a day.

A revolutionary approach to sanpro

In a market as alive with new launches as press-on sanitary towels, it is difficult for any one new product to stand out from the crowd. Lilia-White's latest brand, Fancy Free by Dr White's, succeeded in doing just that because of its incorporation of significant new technology which provides benefits for the user and the trade.

Half the weight

To recap, Fancy Free is unique because it contains a super-absorber called Hydrosorb which enables the towel to be half the weight of a normal press-on yet equally absorbent. From the trade's point of view, this is also important because, in an already crowded market, it permits a more efficient use of shelf space by offering equal cash margins to full size press-ons while only taking up half the normal space.

Fancy Free was launched in February this year and in the initial stages the brand was somewhat beset with stock problems brought about by the rash of

industrial disputes then occurring. It is only recently that the company has been able to permit unrestricted selling and so the sales pattern is only now beginning to emerge. "Nevertheless", they say, "the chemist's habitual willingness to accept new, worthwhile products has been amply demonstrated in taking Fancy Free, even though it has not always been possible to let them have all the stock they would have liked. The initial sales effort was concentrated on gaining distribution for the new brand. Both Lilia-White's own sales force and an auxiliary sales force have been selling Fancy Free into retail pharmacies". Acceptance has been at a high level and Lilia-White's own estimates put distribution in chemists at plus 70 per cent.

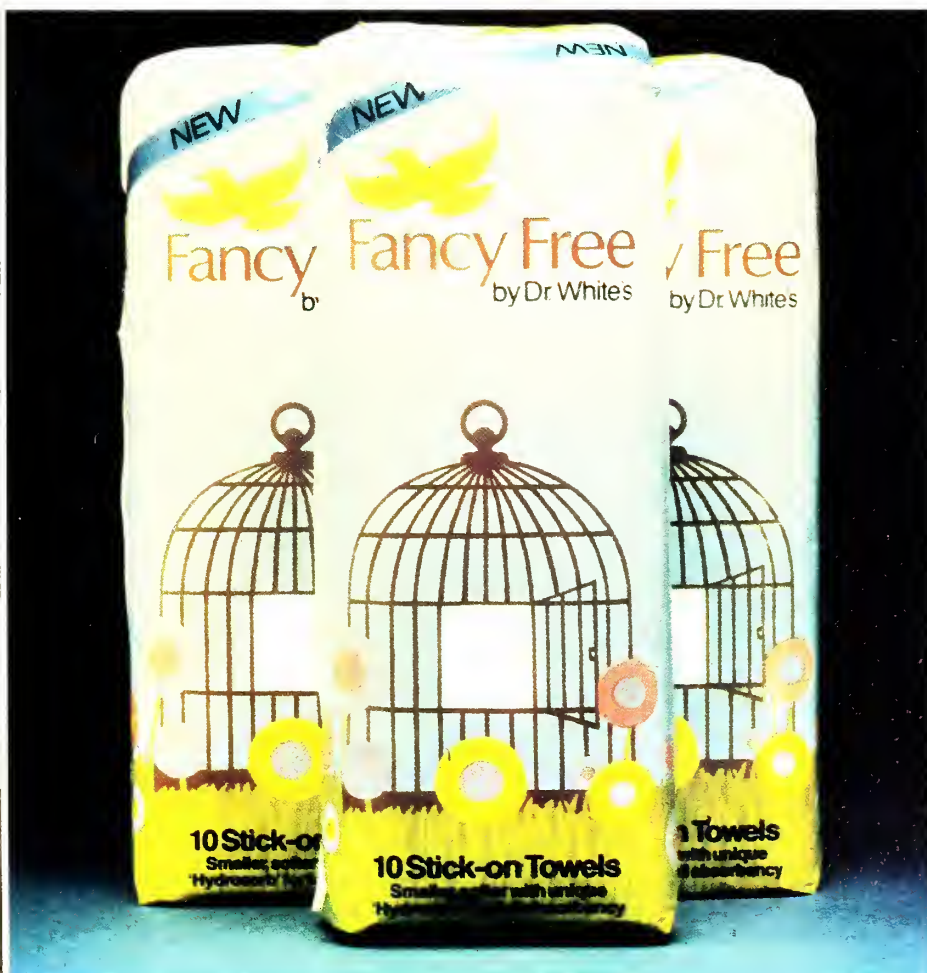
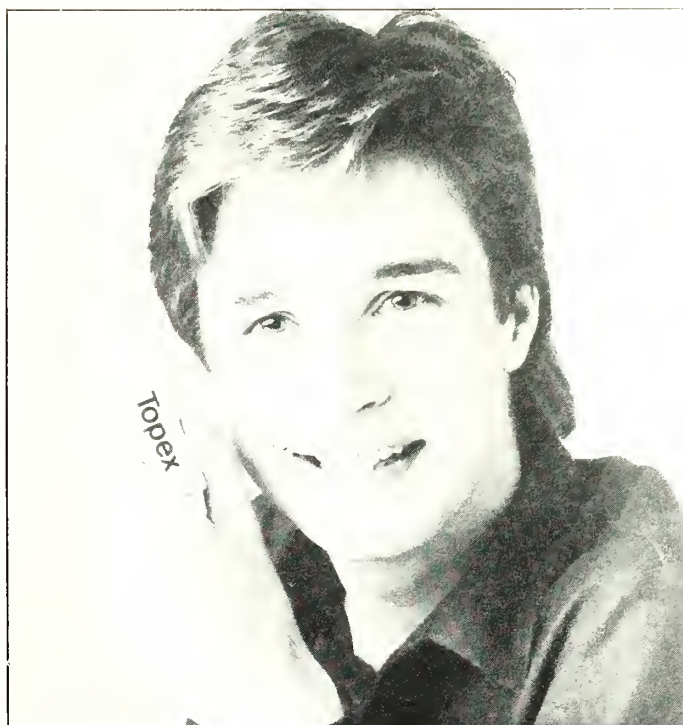
This high level of initial distribution has stimulated a quick stock movement through the wholesale trade. Vestric was one of the first major groups to promote Fancy Free and their sundries product manager, Mr Frank Sutherland, reports: "We took Fancy Free into stock in all

branches because we felt it was a product of the future. Acceptance by our retail customers has been high and we are encouraged by the level of repeat ordering by our branches. The progress of Fancy Free so far confirms our initial belief that it represents the most significant entry into the sanpro market since Libresse in 1971."

Not a mini pad

Fancy Free's product manager, Michelle Monksfield, has detected one slight problem however; "Fancy Free's chief virtue, its unique low bulk/high absorbency properties, is causing some confusion in that in some outlets I have seen it merchandised alongside mini pads. Let me emphasise that Fancy Free is a main line fully absorbent towel and should be displayed with other leading press-on sanitary towels."

The introductory promotional programme for Fancy Free is continuing. Consumer advertising in all major women's and teenager's magazines has produced an encouragingly high rate of sample requests. According to Michelle Monksfield; "From the word go, sample requests in response to the advertising have poured in at the rate of several hundred per week." The sampling of Fancy Free is being further expanded by the placing of explanatory leaflets in over half the UK's retail pharmacies. These leaflets enable the reader to write



in for a free sample pack of three towels, plus a 10p off next purchase coupon.

The same leaflet has also been distributed to all schools and gymnastic clubs in the country via Lilia-White's sponsoring of their National Gymnastics Championships for 12-16 year old girls. "We are confident Fancy Free is going to be of special benefit and interest to young girls who enjoy participating in sports like gymnastics", she concludes.

The growth rate of press-on towels continues to exceed that for tampons. Lilia-White say that they are confident that Fancy Free has all the qualities necessary to take a quickly growing share of a dynamic market and to establish itself as the major press-on brand of the 1980s.

Bright future

A final word from a representative of a major retail organisation. Mr Philip Needham, purchasing manager of Savory & Moore—"The position for Fancy Free in our shops is not completely uniform. We are finding that it has already established an excellent rate of sale in many shops, but is still somewhat slow in others. We believe the relatively late start to the advertising campaign could be responsible for the slowness in some shops. However, overall results so far indicate a bright future for Fancy Free."

TRAINING

The meeting of minds

In the last issue of *Beauty Business* (C&D, March 24) Video Arts helped us to pick out some awkward customers. Not all customers are awkward, however, but many can still be difficult unless certain basic rules are borne in mind. Video Arts cover this area of customer relations as well with two films entitled—*In two minds* and *The meeting of minds*. Once again these feature John Cleese and illustrate those vital rules in a humorous way. *In two minds* indicates that whenever two people begin a sales conversation there is a danger of misunderstanding. The problem is that the assistant does not know what the customer really needs and the customer does not know all the ways the assistant can meet those needs. It is the assistant's job to resolve both sets of uncertainty.

The meeting of minds shows that there are basically two kinds of barrier which can obstruct communication and result in disappointment, frustration or anger for the customer—and a lost sale for the assistant. One is the barrier built by the assistant and the other that built by the customer. The film recommends



that assistants look for "the picture in the customer's mind", remembering that the customer's request may hide the fact that she needs something different or something extra; it also highlights the problems of trade jargon, urging that assistants should always talk in the customer's language.

Ignorance infuriates customers—you must know the details of what you supply, and you must also know the terms on which your organisation does

its business and the legal requirements of trading. This is especially important in a pharmacy where some of the customers' requests may be of a medical nature and should probably be referred to the pharmacist in charge. It is not enough to know what you stock, you also need to know what you don't stock and why, what has been advertised recently and how, and what promotions and competitions are currently available.

When talking to a customer don't assume that her use of a word implies the same meaning that you attribute to it and always avoid jargon. Discuss the positive aspects of a product and try to find out exactly why the customer thinks she needs something specific from a product. If you don't have that particular item you may then be able to suggest an alternative. Some purchases imply other needs—eye make-up requires a remover, a cleanser usually needs a toner and a moisturiser, and shampoo a conditioner.

Ten points to remember about customer handling —

1. Don't always take a request at face value—try to picture exactly what it is the customer thinks she needs.
2. Indicate that you may be able to satisfy that need even if you don't have the particular product requested.
3. Knock down any barriers between you and the customer—communicate with her.
4. Always talk the same language as a customer. Avoid jargon and don't always assume that your understanding of a word is the same as hers.
5. Never display ignorance or hesitation. Know the products you stock and find out what they do and how they are promoted.
6. Know which product you don't stock and why, and know the rules of your organisation and legal trading rules.
7. Encourage a customer, and always listen to her.
8. Try to find out exactly what she is going to want from her purchase.
9. Decide whether or not the customer might need any additional products or information.
10. And, as always, smile.

PERSONALITY BEAUTY BUSINESS Brand manager

The steps towards a product relaunch are closely watched over by that product's keeper—the brand manager. His other job is literally to "manage a brand", much as a promoter might "manage" a pop star or a boxer; looking after him and protecting his interests while making him an eminently saleable commodity.

Veronica Williams, brand manager for Elida Gibbs' four hair colourant products, has been keeping a watchful eye over the evolution of the recently relaunched Melody brand for about one and a half years. And her eye has been equally carefully trained by Unilever, Elida Gibbs' parent company, ever since she joined them as a graduate trainee.

Asked about her early ambitions she explains that after getting over her desire to marry Dr Kildare she fixed on either a diplomatic career or one in marketing. Pursuing the former she obtained a degree in political science and became, in her own words, "a very adept coffee table politician", knowing all the theories for saving the world and having a very idealistic point of view. A few months spent monitoring the butter mountain in Brussels went some way towards destroying certain of these ideals and convinced Veronica that she was actually destined for a career in marketing.

Her training with Unilever meant that she spent about fourteen months moving from department to department learning each and every "trick of the trade". She feels that she was very lucky as she'd always had her eye on Gibbs and that was where she was put: "I spent about three months on the road, three months in the factory, some time in market research and so on. I even learned to talk to a computer!

"My three months on the road were spent in Devon and the mining valleys of Monmouthshire. Gibbs had just launched Goggles and I was busy selling them in to the chemists in the area. It was very instructive actually to see and hear their reactions 'as they happened'. One learned what to expect from the trade and also saw how display material was received and used. Later, as a fully fledged brand manager, one can make good use of this information, otherwise, once encased in the 'ivory tower' of head office, one could fall into the trap of evolving impracticable ideas. I really enjoyed meeting those retailers and found it quite easy to build up very good relationships with them in a relatively short space of time and with only a few visits.

"All this inter-departmental training takes about 14 months. I really enjoyed

S IN THE ESS

ger—Veronica Williams

the whole experience. I once watched an order going through from beginning to end and saw how necessary the customer service department was as back-up for the reps. I also had experience in the company planning department. This is really the inter-face department between marketing and the factory. The latter explaining to the former through planning whether an idea, however wonderful, is practicable, within the budget—or even at all!

"You then spend some time, six months in my case, as an assistant brand

the place to be sent to, rather than from. There are always a lot of visitors from abroad who come here on secondment as part of *their* training. It is a deliberate policy of Unilever that although you are taken on by the parent company you develop a loyalty to the particular firm you work for, in my case Gibbs. Although they have mapped out your career to a certain extent, you can always make your own decisions. You are free to discuss things with superiors and after a while you have more than a certain amount of say in what happens

shades weren't fully perfected. There were still four or five salon tests to be undertaken before I was happy with them. I took the brand through the final artwork discussions with the printers—what we wanted to do had never been done before and this contact was a vital link in the pack change. By the end of May I had finalised the artwork which then went to the printers for proofing. Nothing was finally passed until November so you can guess how difficult it was to get it right.

"The decision to relaunch had been taken because Melody had a formulation and system which was similar to a permanent but a



performance which was closer to a semi-permanent. We watched Nice n'Easy and Recital going

through their changes. It would have been nice in one way to have joined them when they were being relaunched but we wanted to take the time to get it right. It also meant of course that we let the market settle into its new patterns before we shook it up again.

"Everyone knows that any repackaging job is expensive so if you're going to do it at all you might as well do it right. The initial research began in 1977 although work on the formulations had been going on since 1976. We started with about eight different concepts and even at an early stage the one that eventually came out on top kept cropping up as favourite.

"Summarising the steps towards a successful relaunch—one must get the product right making a noticeable improvement, one must know the market and give the consumer something she wants. Never regard the consumer as a fool because in the end the success or failure of your product depends less on the amount of advertising it is given than on the product itself and its image."

manager. In a way you are then back at square one. You joined all that time ago with the idea of becoming a brand manager and you're still not there. But you have learned all the component parts, all you are itching to do is to put them all together and to work. Yes, you can become frustrated sometimes, but you realise that it will all be worthwhile.

"I wasn't sent abroad as part of my training. The UK office is regarded as

to you. One always works very closely with superiors, and the management structure is reasonably informal.

"After the six month stint I became a brand manager on the hair colourants side. I joined in February and the relaunch plans for Melody were well under way. They had just about finalised the basic pack design but hadn't yet reached the artwork stage. There were a lot of trimmings still to be sorted out and the

8—Supplement to Chemist & Druggist June 9, 1979

Bounce.



of the Forties?
(Describing
how Wella can
make a young
girl's head look
like a movie
star's.)

In the first
week more than
12,000 women
asked us for it.

You'll be
pleased to
know the booklet is
available to you as point-
-sale promotion.

It'll help you sell a lot
of our setting lotions.

WHY SETTING LOTIONS ARE BOUNCING BACK

Last year was the year of the perm.
This year is the year of the soft
curl and wave—the forties look.
It's a year when, to look in
fashion, your hair will have to stay
in shape.
A year for Wella setting
lotions.
If you've not tried a setting
lotion for some time, you'll be
surprised how much they have
changed.
Today, all Wella lotions are
resin-based, so they hold the hair
without a trace of stickiness.
The hair remembers its shape,
but fortunately you don't have to.

reminds it not to touch.
You get firm control with a
gentle soft feel.
Quite like the best of both
worlds.
Choose your partner.
Every hair type needs its own
setting lotion and that's what we
provide.
There's bound to be one that's
right for you.
1. Firmhold. This is right for
fine to slightly dry hair.
2. Extrafirmhold. This is most
al you've got hard to hold hair but it's
also perfect for normal hair.
3. Back to Basics. This is lotion
with its own built-in conditioner.

It's all about hair type, but
there's one thing that's true: that's
the only hair that's not touched is primed.
4. Color Set. If you like to
keep your hair's natural colour
when you try a Color Set.
It's a setting lotion with a very
gentle, elegant
The colour shines out with
your next shampoo but won't come
out in the rain or on your pillow.
This booklet
We've put together a little
booklet called 'Famous Film Sets
of the Forties'.
It shows you how to style your
hair like Rita Hayworth, Dorothy
Lamour or Veronica Lake to name
but a few.
The booklet is free when
you write to Annabelle Scott at the
Wella Hair Care Centre, Dept. 40,
25, 26 St. Helier Square, Basingstoke,
Hants.

The Forties look is still in
vogue, in such a way that
Wella



As will our colour
spreads in women's maga-
zines and our double-page
in colour in the TV Times.

All you
need to do
is take the
money.



WELLA (GB) LTD. BASINGSTOKE, HANTS.

SELLING

Are you losing valuable sales because you are unable to advise customers on their choice of skin care preparations? Magazine articles and advertising have all contributed to increased consumer awareness of the need to care for the skin. However, many women find the array of products available very confusing and therefore seek advice and reassurance before making their purchases. A little time spent improving your knowledge and ability to advise and sell skin care will certainly be of benefit to you and your pharmacy. Remember every woman who enters the pharmacy, whatever her age and whether or not she wears make-up, is a potential regular customer for the skin care ranges.

Caring for the skin is the first step on the road to beauty because skin which is clear and healthy is naturally attractive. Indeed a woman can alter and enhance her appearance by applying cosmetics but nothing can really hide a poor skin. Skin care is part of a way of life in the same way as a balanced diet, regular exercise and sufficient sleep. It will not be difficult to advise on a proper skin care routine once your customer's degree of concern about her skin has been assessed and any particular problems she may have, have been discussed.

You will be more confident in giving advice and speak with greater authority if you have a basic knowledge of the skin's function and structure, common skin problems and the scope of skin care products. Of course you should also recognise when to refer certain problems to the pharmacist (such as acne) which are of a medical nature.

To begin with you should know that the skin has six main functions: protection, temperature regulation, respiration, excretion, absorption and sensory transmission, and how these are carried out. It comprises three different layers: The *hypoderm*, the lowest, primarily acts as a cushioning layer and permits easy movement over the skeletal frame. The *dermis* is a very complex and important layer which is composed of bundles of fibrous protein, such as collagen. It is flexible and elastic, and provides support for the layers above. The dermis also contains arteries, veins, nerve fibres and cells which are sensitive to cold, heat, touch, etc. Hair follicles also originate in this layer, and attached to these are the

sebaceous glands, which produce sebum. Sweat glands are also found in the dermis.

The *epidermis* is the topmost layer which varies in thickness from around 0.06mm on the eyelids to about 0.8mm on the feet and comprises several layers which are pierced by the ducts of the sweat glands and by hair follicles. In the lowest layer, the cells divide and reproduce themselves into new cells which migrate upwards through the layers undergoing various changes on the way

duce is continuously secreted via a duct onto the surface of the skin. The sweat is colourless, slightly acidic and is concerned with the control of body temperature and the excretion of waste products.

Apocrine. These are fewer in number and are mostly concentrated in the groin, underarm and genital areas. The glands are controlled by hormonal influence and they secrete a slightly alkaline sweat through the hair follicle to the skin's surface.

In addition to watery secretions from the sweat glands, the skin is constantly losing water. This water, coming up from the dermis through the lower layers of the epidermis, simply evaporates from the surface of the epidermis through the stratum corneum.

On the surface of the epidermis the sebum, sweat and evaporating water mingle to form a natural emulsion called the hydro-lipidic film. This film is slightly acid and protects the skin from attack by micro-organisms and particles. Its composition varies according to physiological conditions such as puberty or

the menopause, or because of external factors such as over-harsh or insufficient cleansing, climatic changes etc.

It is important to know that normal skin has a slight acid tendency, that is to say a pH of 5.5—6.5. The pH is a scale running from 1 to 14 which shows the measurement of acidity or alkalinity in a substance. Seven is the point of neutrality and any measurement below that figure indicates acidity and any above indicates alkalinity. The skin's acid balance acts as a natural defence mechanism against excessive bacterial growth. Use of alkaline products on the skin (soap for example) disturbs this balance and could therefore expose the skin to possible infection.

When a person is in good health and all the different activities of the skin are ideally balanced then the skin is said to be normal. This means that the basal layer of the epidermis constantly reproduces cells to refurbish the upper layers, the water content of the epidermis is correct, surface circulation is active and even, the elastic fibres of the dermis are in perfect condition and sebaceous secretions are normal. Thus the skin is soft, supple, firm and elastic; it has a matt appearance and looks clear and bright.

The selling of skin care preparations

by Mary Wray
Vichy (UK) Ltd

until after approximately 28 days they reach the stratum corneum. At this point they are dead and provide an extremely dense, almost impermeable covering, although in fact they are constantly being shed and replaced from below. All activity in the epidermis is directed towards manufacturing the stratum corneum, which then plays a vital protective role in controlling evaporation of water from the skin and in preventing the passage of harmful elements into the skin from outside.

The sebaceous glands mentioned above are found over most of the body with the heaviest concentration on the face, scalp, chest and shoulders. They are usually connected to a hair follicle by a short canal, through which passes the sebum they constantly produce. Sebum itself is a fatty substance which acts as a natural lubricant and which plays a role in the protective function of the skin. It flows up to the surface of the skin along the hair shaft and then spreads over the stratum corneum. The sweat glands which also originate in the dermis are of two types:

Eccrine. These occur all over the body surface (sometimes as many as 600 per square centimetre); the sweat they pro-

This ideal skin condition is rare as the skin is very easily affected by internal and external influences.

The next step is to look at the various disorders or imbalances which the skin may suffer from their causes. The first is excessive water loss leading to premature ageing—the most important constituent of the skin is water and the skin's appearance depends primarily on water. If too much water is lost from the outermost layer of the skin, the skin will lose its softness and suppleness, becoming dry and fragile. Three factors contribute towards this problem of dryness:

- the rate at which water comes from the dermis through the epidermis to the stratum corneum;
- the speed at which water evaporates through the stratum corneum;
- the ability of the stratum corneum to retain water.

Low humidity, centrally heated rooms, changes of temperature, exposure to sun and wind all affect the above activities, increasing the rate at which water evaporates with the result that the skin becomes dehydrated. Skin which is dehydrated can be recognised by its fine texture, tautness, flaky patches and tiny surface lines. In other words, because the skin is losing too much water it looks old before its time; it has aged prematurely and this is a common problem.

Contrary to premature ageing, which is due primarily to environmental conditions (causing excessive water loss from the skin), normal ageing, the second disorder, is due above all to internal and individual factors. In our present state of knowledge there is no single theory explaining the causes of ageing but we can observe the consequences of ageing on the skin, both at the level of the dermis and epidermis. At the level of the epidermis cell renewal slows down and sebum production is reduced. The third problem is excessively oily skin, caused by over-activity of the sebaceous glands which can result in two conditions, seborrhoea and acne. In fact acne is a medical problem which is beyond the scope of cosmetic solutions. You can recommend a basic gentle skin care routine to keep the skin clean if the condition is not too serious, or advise the customer to consult the pharmacist or her doctor.

You may well find that customers ask

questions about allergies and whether or not a product is suitable for her skin. It is helpful therefore to know that an allergy is the body's spontaneous reaction to a substance (an allergen) which may be quite harmless to most people, but which some persons cannot tolerate. It is in fact the body's way of defending itself and it will produce antibodies to attack the allergen, resulting in redness, swelling, itching, etc. Allergies are not restricted to substances which are applied to the skin—foods can cause reactions in



some people, also such things as dust and animal fur can cause respiratory allergies. In the case of cosmetics no product can be totally non-allergenic, not even those which are termed "hypo-allergenic" (this simply means *less likely* to cause an allergy). If a customer knows she is allergic to a specific substance this can be checked against the list of ingredients.

Having acquired a basic knowledge of the skin, the next stage is to consider advising products. One of the most important aspects of selling skin care is the ability to recognise the customer's skin type. Most women have a good idea of how their skin feels or looks, but unless they have a specific problem, they find it difficult to categorise.

There are three main skin types:

Oily—coarse-textured with open pores, shiny, possibly with spots and blackheads.

Normal—firm, supple, clear and even-textured.

Dry—fine-textured, fragile, often with flaky patches and tiny lines.

There are also two important variants: **Very dry** and delicate skin—all features of a dry skin with a tendency to red blotches and broken veins.

Combination skin—oily centre panel and

dry cheeks, which in most cases is treated with products for the predominant type.

Skin care products can be grouped under three headings which cover the basic needs of the skin: cleansing; protecting the skin from the outside environment therefore preventing premature ageing; and treating and helping the skin counteract some effects of ageing.

Cleansing is the first step towards a beautiful skin and no amount of make-up can hide a neglected skin. Regular use, night and morning, of a cleansing

product formulated for the customers' skin type is essential to keep it clear and in a healthy condition, whether she wears make-up or not. Soap and water should be avoided as these will dry the surface of the skin and can upset the skin's pH balance. A cleansing milk on the other hand will gently and thoroughly float out dirt, grime and stale make-up, without causing irritation or dryness, providing the most gentle and efficient way to cleanse the face. Remember though that a special cleanser should be used for the eye area, preferably one which is oil-free. Do not forget too that

the occasional use of a face mask to provide an extra cleansing treatment is a beneficial supplement.

The next stage in the basic skin care routine is to advise a protective cream. The choice really lies between a day cream formulated for the customer's skin type, which will give light protection against the environment whilst providing a good base for make-up, and a cream which will specifically prevent excessive water loss from the skin, and therefore premature ageing. The selection depends on the customer's degree of concern about her skin as well as its actual condition. You should be able to judge from your conversation with the customer which type of product is most suitable.

Finally, a useful technique to remember is that of link selling, whereby if a customer buys a cleanser then introduce her to a toner, or if she buys a day cream, present a suitable night cream to her and so on. It is not difficult to recommend a good, basic skin care routine and, with a little effort, you will acquire regular customers who will seek and trust your valuable advice. You, in turn will be helping to promote the idea that the pharmacy is the best place for serious advice on skin care.

Handy notes

A brief look at the hand and nail care markets

No fewer than 73 per cent of women use a hand cream product. And according to the most recent IPC cosmetics and toiletries report over 50 per cent last bought their favourite product from a chemist. Nulon would seem to be the brand leader in this market, with Vaseline Intensive Care lotion not far behind and Atrixo snapping at their heels. Pears Lasting Care and Nivea are also popular. Of course brand share information varies quite considerably depending which research house is used or whether there's an x in the month or not!

The advertising for Atrixo this year has been broken down into two sections combining Press and radio. The second phase will be in the last quarter of the year in national women's Press and on commercial radio. Currently there is a special 20 per cent extra free offer on the 53g size of Atrixo. During September and October Atrixo is being backed by a combined sampling operation on a house-to-house basis in the southern half of the country.

... convincingly communicate
the need for a
protection cream ...

Chesebrough-Pond's believe that the recent increase in this market is directly attributable to the success of their products, Vaseline Intensive Care lotion and hand cream. The hand cream, they say, was launched in response to increasing consumer demand for a light, non-greasy hand product to be clearly positioned in the fast growing protection sector of the market. It is said to have significantly expanded this sector by convincingly communicating the need for a protection cream with heavy consumer advertising and product sampling.

Statistics indicate that only about 47 per cent of all women wear a nail polish or varnish. This does not mean of course that 53 per cent don't care how their nails look. Sales of nail care products have in fact experienced a significant rise recently. So what do these products do?

One of the fastest selling brands appeals to the impatient lady who needs to fix her nails in a hurry. It is from Fingerlure and called rapid nail repair. This product is now blister packed in units of 24 and can be displayed in a glossy counter self-canta unit. The product comes in a self-sealing pipette and is

said to mend split or broken nails in seconds without professional equipment or messy tissues, and what is more, the repair is permanent. Rapid nail repair can also be used to strengthen short brittle nails or nails which are prone to flaking. Each pipette contains sufficient for about 100 applications.

Proteinail from Jackel is unusual in that it is a combined nail food and hand conditioner. As the name implies it is protein based and is designed to feed the nails and the surrounding areas of the fingers, promoting, says the company, strongly growing hard nails. The fluid can also be spread on to the rest of the hands to protect them. Plans for this product in 1979-80 include repackaging, advertising for the first time in some years and promotions.

Richards & Appleby have a complete range of nail care products under the name Nailoid. The most recent introduction is Nailfix. This is a strong but light adhesive to fix broken or flaking nails. Any excess can be taken off with an emery board and nails manicured in the usual way. It also has the advantage of being invisible under polish. The company says that sales of this product have been "consistently high" since its introduction in January and plans to repackaging the kit are currently in hand.

Cutex have of course long been recognised as one of the leading nail care companys. Their range for promoting strong and healthy nails includes a cuticle cream, oily cuticle remover, strong nail basecoat, Supershine topcoat with nylon and moisturising hand cream.

Of those women who do use a nail polish, 12 per cent have become aware of the advantages of products which contain nylon. These invariably last longer and resist chipping. Sally Hansen products led the field in this area for some time, but they have now been joined by numerous other companies.

Nail nibblers

Nail varnish chipping is fairly easily remedied but nail biting is a harder nut to crack. Stop'n Grow, from Mentholum, is being promoted for "nail nibblers anonymous". The company estimates that one in ten people bite their nails at some time. It is a frequent problem among children, particularly at school during exam time. Stop'n Grow is virtually invisible when applied to the nails and does not stain the fingers. It is regularly advertised in teenage and women's magazines and in national newspapers.



Courtesy of Wilkinson Sword



Courtesy of Chesebrough-Ponds

Skin care

A healthy business

As you will probably have noticed during the past two or three years the skin care market has been inundated with new products. Recent additions have included Pears moisturising lotion, Pure & Simple, Image beauty moisture, Equalia, Oil of Venus, Simply for Skin, Newborn Skin and the new Simple products. The influx of these, and many others, has caused the market to grow significantly and to become increasingly competitive. Sales of skin care products are now worth around £65 million and are growing at about 5 per cent per annum. Within this total, skin foods and moisturisers constitute the largest segment, currently worth £25m at rsp.

Richardson Merrell, manufacturers of Oil of Ulay, and the recently introduced Ulay Night Care cream, say that despite some initial distribution gains and heavy advertising support the new brands do not seem to have made much impact on

the brand leaders. Indeed, they add, there are positive indications that the high level of marketing support accompanying new product launches may have had a beneficial "rub off" effect upon those brand leaders by stimulating consumer awareness of skin care in general.

The continuing buoyancy of Oil of Ulay, with its 30 per cent share, tends to validate this proposition. It also suggests that after initial new product sampling women are going back to (and staying loyal to) their regular brands.

Over 80 per cent of women use a facial skin care product daily. The temptation to experiment with skin care is diminished by the high degree of satisfaction the consumer receives and trust she places in her selected beauty preparations. Nonetheless the intensity of competitive activity shows no sign of abating. Merrell believe that whatever happens on the periphery, recent experience has shown that the dominant brands are unlikely to be seriously threatened. Complacency however is not the order of the day and Oil of Ulay will continue to be supported this year by a new campaign worth in excess of £1m.

Of the new entrants perhaps Natural Care have one of the most interesting stories to tell chemists. Their range of products, Simply for Skin, is being distributed by Pharmagen Ltd and looks set to climb from its toehold in the market into a position which some larger competitors would envy. Natural Care believe that consumers are becoming increasingly price conscious and they are acting on that belief by keeping prices down rather than raising them to pay for "wasteful advertising".

Educational advertising

Not all companies will agree that consumer advertising is "wasteful". Almay for one have recently spent a considerable sum of money changing the emphasis of their campaign. They decided that rather than be faced by endless pretty girls the consumer would welcome a more educative slant. In the wake of this educational campaign to promote the range of skin care and face make-up (which Almay say "proved a positive success"), they have now devised a new approach towards advertising their cosmetics. The hard hitting headlines and unusual visuals aim to catch readers' attention and induce them to read on. Brand manager Alison Page explains: "Our research shows a surprising lack of consumer awareness of the problems caused by indiscriminate

use of skin care products."

Like Almay and other products whose emphasis today is on naturalness, Creme Simon distribute certain French preparations which are made using "les simples"—wild plants such as St John's wort, sage, coltsfoot, and veronica which they say have been found beneficial for the skin "since time immemorial". The range includes Simon's lait aux simples which has a twofold action: it cleanses the skin and then when re-applied acts as a moisturiser. It is so gentle that the manufacturer suggests use for babies.

A company which has always looked after babies, both young and grown up ones, is Johnson & Johnson. They are currently testing their new skin care range, Only Natural, but have not forgotten about the many many ladies who use the baby products for themselves. Last year was the first time the company advertised Johnsons baby cream nationally and this year they have doubled the expenditure behind this product. The company says that over 80 per cent of this cream is used by adults and that the campaign has significantly increased volume sales through chemists.

Image beauty moisture from Smith & Nephew is one of the recently introduced products which is also currently receiving advertising support. Smith & Nephew are of course also the Nivea people and they will be promoting Nivea creme this summer with 25 per cent extra free on the popular 45g size. There is also a new Nivea display tray which the company says is a small gondola unit specifically designed to save space in small chemists.

Apart from their efficacy, probably the nicest thing about the new skin care range from Mary Quant is its simple and unpretentious packaging—black and white cartons decorated only by the instantly recognisable Quant daisy. The advertising for the range, with its uncomplicated product groupings, has Mary herself saying that she is not promising any miracles or that her products are the fountain of youth but only that if women use them for daily skin care routines, then their skin will become softer and more supple and that "you will look younger than you would without it".

What more could any woman ask from a skin care product? Well you never really know, and so just in case you are asked that particularly awkward question, why don't you prepare by familiarising yourself with all the products, new and established?



Talking reps

Dear rep,

I'm truly sorry that I gave you the rough side of my tongue this morning. We all have good and bad days. Today was one of my bad days and you, I'm afraid, were the straw that broke this camel's back.

I'm well aware that your apparent attitudes are not always your fault—you are merely, as your title implies, a representative of your company. Indeed perhaps a better name would be ambassadors. I know too, that it is your job to sell. After all, it's my job too. Recognising that you fellows are very much in the firing line, that you are the butts of all our frustrations with the company, you must bear in mind that my rage is rarely meant personally.

It's a shame that somebody locked away in your company's head office saw fit to change territory boundaries *again*. Presumably because a computer somewhere hic-coughed. They never seem to take into account the valuable relationships that a rep might have built up in his area. I really appreciate seeing the same person every time—in the end we both know pretty much where we stand. I mean, when I do have a good relationship with a rep I might just take a gamble on a new product with him because I know and trust him.

I do so appreciate honesty. Reps who make hundreds of promises that I know are never going to be honoured give me a pain. If I do take a dozen of a new line and you say "we'll sort it out next time" I know that, like tomorrow, next time never comes. Honour your promises, even if they're made on your last call. Make an effort, come back and "sort it out", take it away if it hasn't moved or whatever, but don't just leave it to your successor who never wants to know.

I understand that sometimes extra items can be added to an order in error.



YOU AND THE REP

Mistakes happen to everyone. But just in case it isn't always a mistake—remember, don't treat us as mugs.

If, after listening to your presentation, I decide I don't want your product, don't keep asking me why not. You're wasting my time. It's true that sometimes my reaction to a new product is from the gut but its surprising how often gut reactions are proved correct despite expensive market research predictions. I know that it's your job to sell the product, so I'll allow you a couple of no's before I insist you shut up and push off. Our shelves are so packed that if we take a decision to stock a new line

we usually have to think about discontinuing something to make room for it.

You're right when you say that the chemist's greatest problem is time.

Some shops have clearly defined busy and slack periods and ask reps to call accordingly. In others, however, you simply can't predict the busy hours. When I'm busy it can be dreadfully disrupting to have reps hanging around in the front of the shop. Go to the back if you must wait, or go away and call again. And remember that if I have to ask you to call again I somehow feel more obliged to buy from you! If I'm seeing one rep and another hangs about ostentatiously outside it's not only screamingly frustrating it's also downright rude. I've actually had queues of reps forming outside the door!

My view of life is that the more I can delegate then the easier things are going to be for me. So I do delegate; I have very good assistants doing a lot of the buying for me, only to have some of you *insist* on seeing *me* and actually ignoring my buyers. It's either that or you're all over them trying to make up to them and succeeding only in making life thoroughly unpleasant for everybody. Be friendly by all means but not over-familiar. For instance, however well I know you please wait to be invited into my dispensary. Don't just walk in.

Another thing I frankly can't stand is when you hunt in pairs like insurance salesmen. I know that you have to be trained and that your area managers have to know what's going on, but if they come with you, do ask them to keep their distance and just observe. I hate it when they butt in. Anyway I've only got a small dispensary and there simply isn't enough room for you, me and Uncle Tom Cobby.

I sound as if I hate all reps, don't I?

Well, I don't. I get on marvellously well with most of you. There are just one or two bad apples and strangely enough they often seem to come from the same companies. I like a rep who can adapt his presentation to various chemists and

... I really appreciate seeing the same person ...

doesn't just reel off the company's hand-book by rote.

When I was a rep—oh yes I did a stint in your shoes—we were taught that not only should we represent the company to the chemist but also vice versa. It seems to be happening less and less these days. Companies should make more

and better use of their reps; invite them in on new product or display material discussions earlier and listen to what they have to say. After all they're the ones who are going to be out there in the field.

Where was I? Oh yes, things that get up my nose. Insincerity, I loathe. Be friendly by all means, after all those first impressions are the ones that count, but if I only know you slightly don't come bursting in and pretend I'm your greatest buddy and that you're so overjoyed to see me you can hardly contain yourself. It all comes back to the same thing of course, just be honest. I shall be, have no fear.

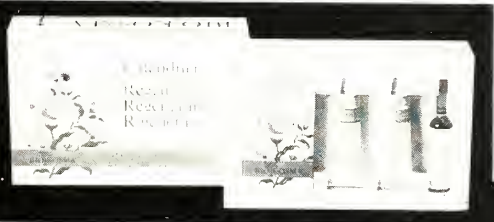
Finally my assistant has asked me to add a few comments on her behalf. Why, she asks, do reps make meaningless statements about brand shares, test marketing and the like. They always get found out and look so foolish when they do. And whatever happened to samples, she wants to know. There was a time when she could honestly tell a

customer what she thought of a product because the rep had given her a sample and she'd been able to try it. Not any more; samples, like testers, seem to be things of the dim and distant past. After all you could benefit too by asking her

... be friendly by all means but not over-familiar ...

opinion of these products on your next run, instead of just repeating the formula that 77.3 per cent of women in the Outer Hebrides liked it. *The foregoing letter was written by the author after various discussions in the trade in reply to the Reps talking article in our last Beauty Business.*

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The importance of POS

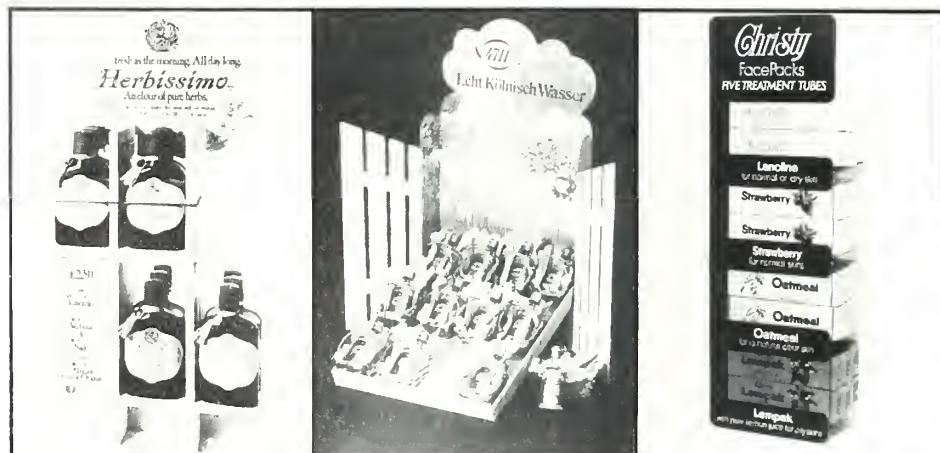
When a manufacturer sets aside a sum of money for advertising purposes he usually divides it into "above-the-line" and "below-the-line" campaigns. Above-the-line means advertising in newspapers, magazines, on television, radio, in the cinema and on posters. Below-the-line

Shelf wobblers, therefore, wobble! They are so constructed that the air currents within the shop make them move. And, whereas all POS material is subject to variables of creativity, design and execution, there is one ingredient which if left out can make the most perfect

Retailers benefit too because they are confronted with declining customer loyalty and realise that self-selection has opened up a communications gap between them and those they serve. POS can be used as the opening move to correct this imbalance.

Retail outlets have merchandise on display all the time of course—but display of merchandise alone is not the whole answer. That merchandise must be what the customer wants to buy; what she has been told to buy; what she has heard about from others; what she finds acceptable; what she is looking for or what she can be reminded to buy.

Communication is the most vital of all links in the selling chain. Manufacturers have to communicate their advertising plans to retailers, usually through the trade Press and representatives, in time for retailers to plan displays accordingly. And retailers must communicate results back to the manufacturer.



encompasses money-off promotions and the like, trade and consumer competitions and POS. POS stands for point-of-sale display material.

This method of attracting the consumer's attention at the point-of-sale has sometimes been undervalued in the UK. Things are very different, however, in the USA. The sheer size of the continent means that if manufacturers want to launch a product nationally they have to make effective use of POS material (to confuse matters slightly they refer to it as point-of-purchase). There is an American organisation called POPAI—Point-Of-Purchase Advertising Institute—which undertakes regular research projects into the effectiveness or otherwise of this method of display.

Most people know by now that POS material comes in various forms, and some have pretty esoteric names—shelf wobblers, shelf talkers, shelf organisers, dump bins, selfasta units, gondolas etc. Most are self-explanatory—a shelf organiser organises the shelf into product categories, talkers mark those categories.

display worthless—that ingredient is movement.

Research has repeatedly demonstrated that movement is the single largest factor in attracting attention. It would be a mistake, however, to be so impressed by wobblers and other "moving" material that customers coming in to the shop are completely disorientated by the lack of any stationary objects at all!

POPAI's research studies have demonstrated that the reason given by most customers who make unplanned purchases was that they "saw it displayed". It really does pay to change POS display material regularly. It has been demonstrated that it can make a "phenomenal" difference in sales.

Manufacturers, usually advertisers, are always looking for new ways of gaining an increased sales return on promotional investment. They are also looking for ways of making advertised messages work longer and harder. They have achieved this if their POS material reminds the customer of the advertisement she saw on television last night.

"I bought it because
I saw it
displayed"

The objectives of POS material have been defined as follows: to sell merchandise through impulse and reminder sales; to tie national advertising to retail outlets; to attract consumer attention to the shop; to secure more and better product displays; to promote and identify brands and to train, assist and encourage retail sales personnel.

POPAI have regular award presentations for the best POS material. The first thing the judges of these awards look for is whether or not the material used constituted the most effective solution to the particular selling problems posed by a given product.

The statement, "I bought it because I saw it displayed" has been described as the key to unlock a more effective merchandising programme, and thence, greater sales and profits for all.